

Homeseller's *Handbook*



WE ARE...

The #3 real estate team in Minnesota, #1 eXp Realty team in Minnesota, and #10 eXp Realty team nationwide.

We have hand-selected a team of high-producing, collaborative agents to drive the future of real estate, and we chose the best of the best staff to handle the systems supporting our agents.

Starting as a father-son team, Pemberton Homes has grown into a 100-person force of nature. Rooted in core values and purpose, each of our agents and staff members are dedicated to teamwork, self-improvement, and a passion to surpass the expectations of every client who does business with us.

What does this mean for you? White-glove service, creative solutions, and innovation at every turn. In addition to our outstanding agents, we rely on full-time, in-house staff members, who are experts in their fields, to ensure your experience is second to none.

We are honored to be by your side throughout this major milestone. Our #1 priority is assisting you reach your real estate goals and protecting your best interests.



Working With A *REALTOR*®



MARKET KNOWLEDGE

Hiring a full-time REALTOR® equips you with a partner who is a student of the market, helping you earn top-dollar for your home.

PRICING STRATEGY

Determining the value of your home is one thing, but creating a strategic pricing strategy to increase your chances of multiple offers is much more valuable.

HIGH END MARKETING

We hold ourselves to a high standard for marketing our listings. From the traditional, to digital, our agents and full-time marketing staff are experts in driving attention to your home.

NEGOTIATIONS

An agent that can stay level-headed and represent your best interests can make a world of difference in your home sale. Finding creative ways to examine an offer and present a counteroffer to create leverage is critical to your success.

EXPERIENCE

Our large team of highly collaborative real estate experts allows no question to go unanswered. We've served thousands of happy clients and have learned something from every single one of them.

TIMELINE

- 1. SELLER DOCUMENTS**– Once terms between you and your agent have been confirmed, you'll complete a few listing documents including an Exclusive Right to Sell Agreement, MLS Input Form, and a Seller's Disclosure.
- 2. STAGING CONSULT**– The best way to properly prepare your home for the market is to have a stager walk through your home. This will ensure your home will show in the best possible light for buyers to envision themselves living in the house.
- 3. PRE-MARKET MARKETING**– After the staging is complete, it's time for professional photos and video. This will get more eyes on your property and showcase your home in the best way possible.
- 4. PRE-SALE INSPECTION**– Depending on what city you live in, you may be required to complete a pre-sale inspection. This is performed by the city to make sure there are no major health/safety issues with the home.
- 5. LIVE ON THE MARKET**– Whether we are going "Coming Soon" or "Active", the day you go live is often nerve-wracking. You'll start to see showing requests and feedback come through from other agents.
- 6. OFFERS**– Offers can start to come in any time after your home is live. We will help determine the best course of action for reviewing them based on your home and the market. Once an offer is accepted, we are under contract!
- 7. INSPECTION**– With an accepted offer in hand, the inspection period starts. An inspector's job is to find minor and major issues with the home. Expect the buyers to request repairs or credits at this time. Remember - everything is negotiable.
- 8. APPRAISAL**– One of the last major steps before clear to close status is the appraisal. The buyer's lender will order a third-party valuation of the property to be completed so the bank knows how much they can lend for the house.
- 9. TITLE/PROCESSING**– Before closing, the title company and lenders will complete their examinations and processing to make sure everything is all squared away. You may have some outstanding items to turn in. Do so as soon as possible to keep the timeline moving.
- 10. PRE-SIGN DOCUMENTS**– As the sellers, you will sign your half of the documents at a different time than the buyers to expedite the process.
- 11. CLOSING**– The buyers will complete a final walkthrough on the home, making sure the home is in the same condition or better than the last time they saw it. Then, they will receive keys once they sign their closing documents.

First Impressions *Count*

When a potential buyer walks into your home, the goal should be to WOW them. We want all five of their senses to work in our favor by helping them fall in love with your home. There are a few different ways we do this:

SIGHT

Between listing photos and real life tours, we want to make your home stand out from the crowd. The best way to do that is to invest in staging. Research shows home staged by professionals spend 73% less time on the market and sell for 25% more than similar un-staged inventory. The first step to success is to bring in a professional stager for a consultation on your home. They will tell you what changes will make your home appeal to the highest amount of buyers possible. This can be done virtually or in person- either way, it's worth it. From there, you'll have the choice to make changes and rearrange furniture to make your home shine. If you're planning on moving out before you go to market, consider a full stage, where you rent furniture that compliments your style. This helps buyers see their own belongs in the space.

SOUND

A great subtle way to elevate your home's time on market is to play soft music throughout the home. A house is rarely silent when people are living in it, so by providing background noise, it subtly helps buyers hear what your home may sound like if they were living in it.

TASTE

Agents will commonly place a candy bowl or tray of cookies out for potential buyers at open houses. Even if it's as simple as bottles of water and a bowl of mini candy bars, this is an easy way to help buyers remember your home.

SMELL

Nothing is worse than thinking you've found the perfect house only to discover it has a funky smell. There are multiple ways to avoid this like opening your windows to naturally air out your home, burn candles before showings (remember to blow them out!), or bake sweets before a big day of showings. Plug-in air fresheners also to the job, but avoid using too many. If a scent is too strong in a home, it can give the impression you're trying to hide a bad smell.

FEEL

The most important sense we want to activate is a sense of feeling like your home could be their home. Preparing your home so buyers feel as comfortable and welcome as possible allows them to fully picture their lives in your home. The feeling of "home" for buyers pulls significant weight in the decision-making process when it comes to buying a house.

Pricing Your *Home*



PRACTICALITY MEETS STRATEGY

Pricing a home is an art, not a science. Strategically pricing your home has, arguably, the most impact on how long your home stays on the market, how many offers you receive, and the strength of said offers.

There are three main factors that play into the price of listings: market trends, current inventory level, and recently sold comparable properties. Taking into account these three items, an agent is able to estimate a range of your home's market value.

Once you know the value of your home, your agent will propose a strategic listing price. Many times, the listing price will not match the market value of your home. The listing price should be viewed as a marketing piece more so than your home's value. The idea is to attract as many buyers as possible to hopefully create a multiple offer situation where you can negotiate the purchase price higher than the listing price and maybe even higher than your home's estimated market value.

We understand the possibility of listing your home for under market value can feel strange, but research shows a history of success utilizing this method. This is one of the many reasons you should work with an agent you trust and that has experience selling homes like yours.

REMEMBER...

- Pricing a home is an art, not a science.
- Utilize the data presented to understand the market and price your home accordingly.
- You have the final say on your home's listing price.
- Feel comfortable asking questions – this is one of the most important parts of listing your home.

Marketing Your *Home*

Marketing a home in today's complex market is critical in getting it sold for top dollar. There are a million different ways to market a home, but focusing on getting in front of the right people is the most impactful way to put your marketing strategy to work for you.

Traditionally, real estate agents use a 3 step method: (1) they put a sign in the yard, (2) they put the listing on the MLS, (3) they pray that someone else sells it. Our approach is different. We strongly subscribe to an active approach, which allows our clients to collect top dollar with minimum amount of time on the market.

To begin marketing your home, there are a few standard practices you should consider:

FLYERS

Buyers often look at multiple homes in one tour. Giving buyers a tangible, high-end marketing piece will allow them to take your listing home to think about it. This is preferable to relying on buyers' memories to distinguish between different properties.

SIGNS

An easy way to remind people your home is for sale is to install a post sign or step-in sign in your yard (if your neighborhood allows). This prevents confusion about which home is for sale and also allows neighbors to show their friends that a home in the neighborhood is on the market.

OPEN HOUSES

Open houses allow those who aren't represented by a REALTOR® or those with tricky schedules to view your home at their leisure. Open houses are great exposure to an additional buyer pool, potentially bringing in more offers.

MAILERS & DOOR HANGERS

Mailers and door hangers are a great way to showcase your home to a specific area of residents. Whether they're looking to move or know someone who wants to move, mailers bring quick information to the audience and highlight the best parts of the home.



Let's Get *Digital*



Consumers often know whether or not they want to place an offer on a home based on what they see online. This may include photos, videos, home features, social media, etc., which can feel a little overwhelming. Our team works with the best of the best to show your home in the best light possible.

PHOTOS

When you receive your listing photos back, you may fall in love with your home all over again. That's because our photographers are fantastic at their jobs. We include interior and exterior photos, a floor plan, and a 3D tour for most listings. We can add in twilight and drone photos to add a new perspective, as well.

VIDEO

Listing videos preview the home in a way that photos can't. Videos are great for showing the true layout of the home and the angles the cameras can't reach - video also brings life into your home.

SOCIAL MEDIA

Social media is a fantastic tool for marketing properties. Our team profiles put your home in front of targeted audiences that are ready to buy, while also highlighting the best parts of your home. Video on social media also goes a long way when it comes to finding additional buyers.

EXP REALTY NETWORK

Not only do we have a large, collaborative team, but we also have an even larger network of eXp Realty agents that have buyers looking for homes just like yours. Through exclusive channels, we can broadcast your home out to this network to bring in more buyers for your home.

REVERSE PROSPECTING

As REALTORS®, we have access to agents who have clients that have market your listing as a favorite. We can send email blasts out to these agents to help them realize they have clients who want to see your home.



Who You Work With *Matters*

YOUR TITLE TEAM

Title companies search public records to develop and document the chain of ownership of a property. If any liens or encumbrances are found, the title company might require a homebuyer to eliminate them before issuing a title policy. Title companies also facilitate closings with the parties and ensure all documents are signed and recorded. Whether you're selling your first home or buying your fifth investment property, every closing is a priority. FLEX Title Company LLC is your trusted partner through the entire process. With 24 years of experience and integrity to match, FLEX Title promises a high level of customer service, a friendly and professional environment, and so much more. By approaching every situation with a solution-driven mindset, they are able to make your real estate transaction as stress-free and efficient as possible.



612-643-9675

orders@myflexitle.com



WARNING!

Wire Fraud is on the rise and can cost you thousands. Never trust wiring instructions sent via email. Always independently confirm wiring instructions in person or via a telephone call to a trusted and verified phone number. Never wire money without double-checking that the wiring instructions are correct.

Lifelong Client Perks

When you work with Pemberton Homes, you're a client for life. It's an honor to be a part of big moments in your life, so we LOVE giving back to you!

Before, during, and after the sale of your home, you have access to

- Office Exclusive Listings
- Free Moving Truck
- Giveaways
- Client Events
- Valuable Real Estate Education
- And So Much More!

CHECK OUT OUR RECENT EVENTS



Buy or sell with Pemberton Homes and use our moving truck for free!



GLOSSARY

OFFER OPTIONS:

Rent Back: Sellers keep possession of the property after the sale closes while paying the buyers rent.

Move-In Agreement: Buyers move into the property before closing and pay rent to the seller.

Backup Offer: An offer made in acknowledgement of an existing offer, which ensures a contract with the seller if the first offer falls through.

Escalation Clause: Allows for an increase in purchase price based on other competing offers.

Appraisal Gap: States the buyer will cover some or entirety of a gap in case of low appraisal.

Blind Offer: Offer submitted without seeing the property in person.

As-Is Sale: An agreement between the buyer and seller where the buyer releases the seller of any liability after the sale is final.

Multiple Offers: Situation where there are multiple offers on a single property.

Seller Contributions: Closing costs normally paid by the buyer that are being paid by the seller.

INSPECTIONS

Home Inspection: A limited, non-invasive examination of the condition of a home, often in connection with the sale of that home, conducted by a certified home inspector.

Sewer Inspection: An examination of the sewer line of a property via camera looking for cracks, clogs, or other defects.

Chimney Inspection: An examination of the chimney to look at any buildup, obstructions, damage, or other defects.

Radon: A colorless, odorless, tasteless radioactive gas that is often found in the lower levels of homes.

Radon Test: Measures the presence and level of radon in the home either with charcoal canisters or with a special film.

PROCESSING

Title Insurance: A contractual obligation that protects against losses that occur when title to a property is not free and clear of defects.

Title Examination: The process of examining public records and retrieving documents on the history of a piece of real property to determine and confirm property's legal ownership and find out what claims or liens are on the property.

Real People, *Real Experiences*

"Pemberton Homes will be our partner in buying and selling our homes for the rest of our lives. Why? They are truly partners that care about you and your goals and will provide you mentorship and guidance to ensure you are comfortable with the decision you will be making."

"My agent with Pemberton Homes proved to be very knowledgeable, hard-working and dedicated. He guided me through every step of the way and made sure to explain every detail while being honest and transparent. He was always available and willing to answer any questions I had throughout the process. Highly recommend!!"

"My agent with Pemberton Homes did an outstanding job selling our town home! He is professional and his experience was clearly evident throughout the entire process. He clearly understands the market and what was necessary to get top \$ for my home. I would highly recommend him for the sale or purchase of a home. You will not be disappointed!!"

"Our Pemberton Homes agent was so helpful in the sale of our house. She went over the top to provide us with everything we needed to get our home sold. Since our home sold the first day I believe it was a testament to her ability and hard work. Very professional and upbeat. We would strongly recommend her as an agent."

WE PROUDLY HAVE OVER 750 5-STAR REVIEWS



612-260-8777 | Info@TeamPemberton.com