SELLER'S GUIDE

LISTED TO *Sold*

A SELLER'S STEP BY STEP GUIDE TO SELLING YOUR HOME FOR TOP DOLLAR

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Contents

ABOUT ME

BIO

FACTORS

PRICING
HOW IT SHOWS
MARKETING

BEFORE WE LIST YOUR HOME

PRICING
THE FORMULA FOR A SUCCESSFUL SALE
PREPARING TO LIST

WHEN WE LIST YOUR HOME

ROBUST MARKETING
VIRTUAL STAGING
PROFESSIONAL PHOTOGRAPHY
AERIAL PHOTOGRAPHY
PROPERTY PROMO VIDEOS
3-D VIRTUAL OPEN HOUSES
INDIVIDUAL PROPERTY WEBSITES
CUSTOM PROPERTY BROCHURES
SAFE SHOWINGS BASKET
ONLINE MARKETING

AFTER WE LIST YOUR HOME

SHOWINGS
OFFERS
NEGOTIATIONS

CONTRACT TO CLOSE

INSPECTIONS
APPRAISALS
CLOSING

FINAL STEPS

REVIEWS

About Me



SHANNON COMSTOCK

Expert guidance & personalized service

I'm local to the area and have a passion for real estate. I grew up in Tahoe as a child and learned to love to ski, appreciate the beauty of Lake Tahoe and the surrounding Reno/Sparks area. In 2013 and after living in the east coast for 13+ years, I decided to make my way back home and moved to the Reno/Tahoe area. I'm so happy that I made that decision so I can enjoy everything that is offered here.

I quickly jumped into my real estate career after returning to the Reno/Tahoe area. I started out my training in real estate by being the right hand person to a broker. I received a one-on-on mentorship that taught me the skills and knowledge to really understand the business. I'll be forever grateful for that. I also gained a lot of invaluable title and escrow knowledge by working for a national title company. That really helped me to put the pieces of the puzzle together to better serve my real estate clients and to understand the different sides of the transaction. Not to mention, I have also been coached by marketing experts in the business that have taught me how to put your home in front of the masses through digital marketing.

LET'S CONNECT

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Factors



Determining Factors

TO SELL YOUR PROPERTY

FACTOR 1 *pricing*

When pricing your home, it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

FACTOR 2 *how it shows*

It is important to have your home ready for market from the start. I will help you make sure your home is ready for showings and online by making sure:

- Repairs that need to be done are completed
- Decluttering & removing personal items are done
- Your home is clean and smells fresh
- Carpets are clean
- Spaces and walls are neutralized

FACTOR 3 *marketing*

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

Prospecting

Prospecting daily for potential buyers talking with neighbors, on-line prospects, our co-op agents and past clients.

Marketing

The moment you sign with me, my marketing team gets to work on marketing your home! SNEAK PEEK MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, and selling faster and for money than the competition.

Communication

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

the advantage of listing with me

PROFESSIONAL VIRTUAL STAGING PROVIDED

- 85% of staged homes sold for 6-25% more
- Most tasks are completed during our second walk through appointment prior to listing your home

BOOSTED ONLINE EXPOSURE

Today's market is centered around 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, disregarded homes with limited photos, low quality photos, and minimal information, without ever stepping foot into your home. Rest assured I take the extra steps to get maximum exposure for your listing and giving the online shopper a wealth of information, and quality photos/tours

VIRTUAL STAGING, PROFESSIONAL PHOTOGRAPHY, AERIAL PHOTOGRAPHY, VIDEOGRAPHY, AND VIRTUAL 3D OPEN HOUSES PROVIDED AT NO ADDITIONAL COST.

Before We List



Listing Strategy

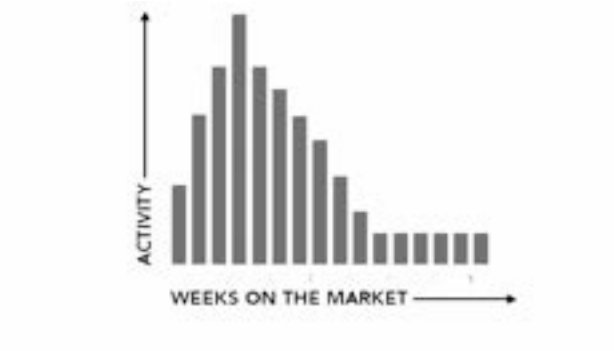
PRICING STRATEGY

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, it will attract the 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. This is because 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 in a location.





PROFESSIONAL STAGING

To make sure your home is shown in its best light to buyers, I will provide a professional staging consultation to ensure your home is ready to go on the market once you sign a contract to list with me. Their job is to neutralize your home to appeal to the maximum number of potential buyers.

PROFESSIONAL PHOTOGRAPHY&VIDEOGRAPHY

In today's market, home buyers are searching online first. So it is imperative that the photos of your home are of the very best quality to catch the buyers attention and stand out from the competition. More eyes on your home, is the fastest way to getting it sold fast and for top dollar.

AGENT MARKETING

Being 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 know the importance of marketing a property and that is an area I heavily focus my budget on, attracting hundreds of buyers per month, and increasing brand awareness.

The Formula For A Successful Sale



PRICE

It's important to thoroughly evaluate the market to determine the market value of your home. Properties that are priced right from the beginning typically sell for more in the end. If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown. Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

WHAT DETERMINES THE PRICE OF YOUR HOME?

1. Recent Comparable Sales
2. Market Conditions
3. Exposure
4. Property Features
5. Terms you offer

WHAT DOES NOT DETERMINE THE PRICE OF YOUR HOME?

1. What you paid for it
2. Investments made in the property
3. What you want to profit from the sale

A comparative market analysis (CMA) is an analysis of your home's value determined by assessing similar property sales, location and characteristics of your property.

The Formula For A Successful Sale

ONLINE MARKETING

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

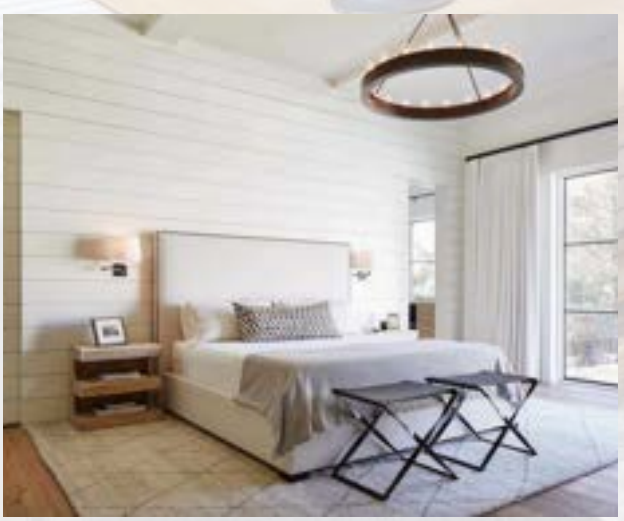
Your home will appear on all the home search websites that potential buyers are using, as well as advertised on social media platforms. Some of the platforms that your home will appear are:

- Zillow
- HomeFinder
- Realtor.com
- Trulia
- Homes.com
- Most MLS-syndicated real estate websites
- Facebook
- Instagram
- Google
- YouTube



PROFESSIONAL PHOTOGRAPHY

We work with the top real estate photographers in the area to capture your home in the very best light. The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home.



PREPARING YOUR HOME

After capturing potential buyers' attention online, it's important to have a great first impression once they enter the home for the first time. Research has shown that buyers decide whether they will buy a home or not within the first 8 seconds of seeing the home!

When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property. Most buyers will want a move-in ready property that feels like new. A long list of chores and repairs right when they move in will not be appealing and can be daunting to a potential buyer.

If needed, we contract professional cleaners and stagers to showcase your home in the best possible way. However, making sure your home is clean, neat, and turnkey can be achieved by following our checklist on the following page, or our Prep Your Home to Sell Guide.

Preparing To List

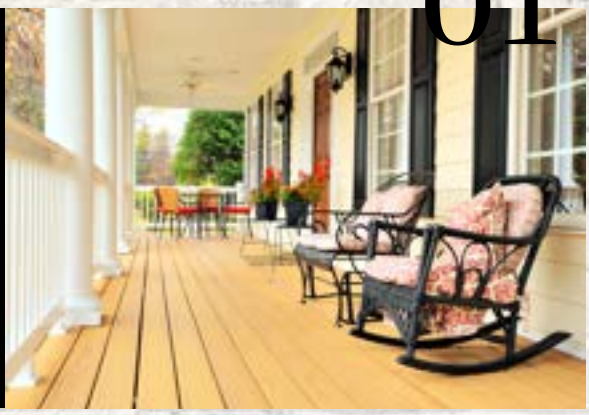
MAXIMIZE YOUR SALE POTENTIAL

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

01

Exterior

- Wash the home's exterior
- Put fresh flower pots near the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed 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
- Give 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 Paint & Fixtures

- A new coat of exterior paint seriously helps a homes 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 and provides plenty of pop
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door



When We List





Robust Marketing

NETWORKING

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

SIGNAGE

A sign will be placed in your yard, as well as a sign rider and QR code. If we have an open house, directionals and open house signs will be placed at the appropriate times gaining you maximum 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, it will also be featured on the major 3rd party real estate sites, syndicated to literally hundreds of other listing sites, featured on our company website, and social media

EMAIL MARKETING

E-alert marketing to current buyer database of thousands of buyers searching for properties on my website. As well as a new listing email alert that goes 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 after looking at several listings.

LOCK BOX

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

SHOWINGS

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

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, and YouTube.

Home Staging

Historically, staged homes sell for more money than comparable homes that were not staged.

Buyers are able to see themselves living in a staged home without being distracted with personal items. It keeps them from leaving a vacant home scratching their heads, unsure of how to utilize the space.





Home staging is more than just throwing in a couple of fluffy pillows and calling it a day. It allows you to highlight the best features of the home, disguise flaws, justify pricing, show the purpose of each room, and create a wow-factor that will have every agent wanting to show their buyers your property. Keep in mind, designing to live, and staging to sell are two completely different concepts. Less is more when staging your home for sale!

Complimentary Virtual Staging



Before



After



Before



After



Before



After

Complimentary Virtual Staging













Professional Photography

Ensure buyers are seeing the home in the best light possible. Don't get overlooked because of bad photography!

The photos encourage more showings, and are the gatekeeper to showing appointments.

Professional photos highlight the best features of your home and appeal to buyer's aesthetic.



Professional photography is one of the most integral parts of listing a home for sale. Many buyers have already made a decision on your home just from the photography and without ever stepping foot inside.

Aerial Photography

- The ability to show the overall perspective of the property, from every angle.

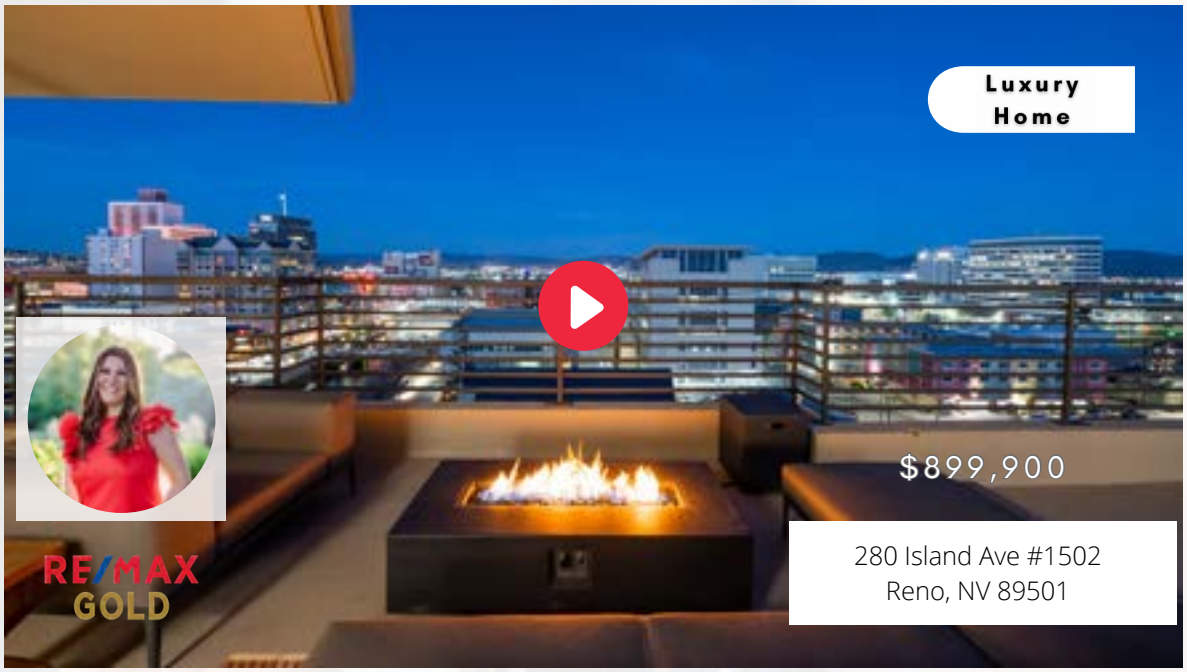


- Stand out amongst the competiton at NO additional cost to you.
- Highlight all of the unique exterior details of the home that will make buyers fall in love with outdoor living, and any potentail the entire property has.



We offer aerial photography that can assist in the sale of your home. The service is especially beneficial if your home comes with a large amount of land or has special exterior features or close proximity to shopping & dining.

Property Promo Videos



Property Promo videos creates thousands of views on social media platforms. We post your promo videos to Facebook, Instagram, YouTube and your single property website generating more online traffic.

Video content is the wave of the future and engages more people than any other media in the online space.

Video helps your property stand out in a very competitive market.

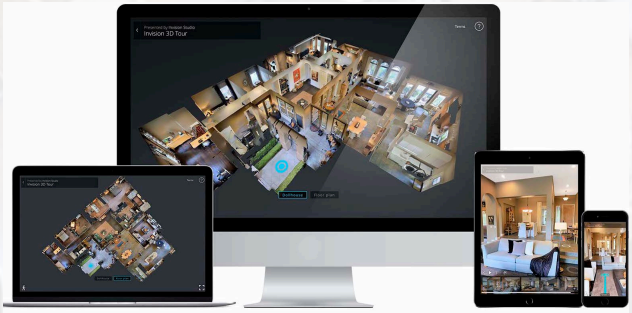
Your promo video will help create even more attention online than ever before. We utlize these promo video to help generate more traffic to your online virtual open house, translating to more in person showings, and helping you sell quicker!

3-D Virtual Open Houses

Stand out in the marketplace with 3-D real estate virtual open houses that buyers can access from anywhere in the world. Especially beneficial for out of state buyers who are relocating.

Considering today's circumstances with COVID-19, some buyers are only wanting to virtually tour a home for their first initial introduction to a property.

Allows us to prequalify buyers and ensure they viewed the home virtually first, before coming in person. Cutting back on the number of unecessary showing appointments.

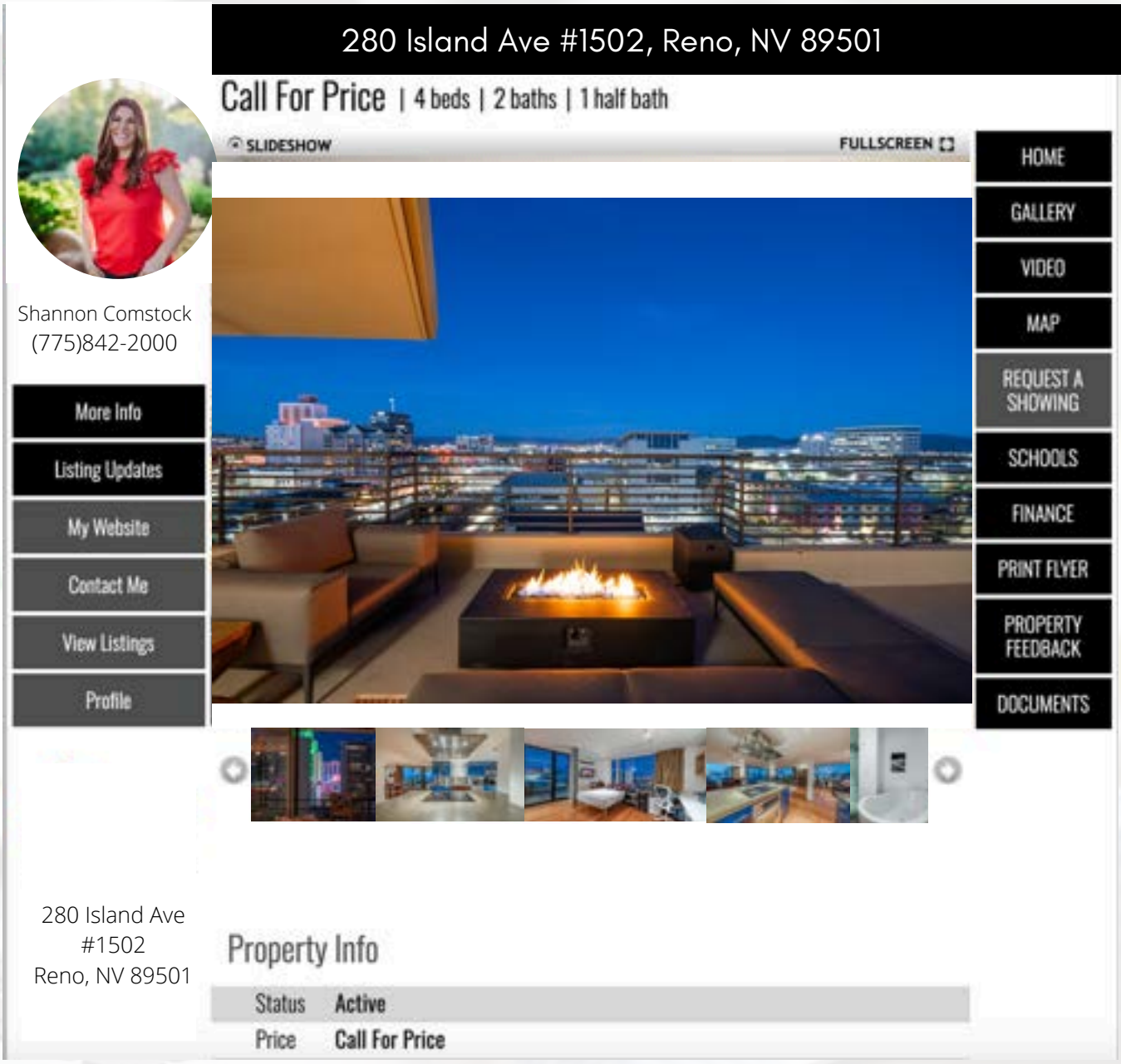






3D virtual tours of your home are an amazing way to have your property stand out from the competition. New technology even allows for outdoor tours which gives buyers a full-scale view of the property.

Individual Property Websites



We create a website unique to your property address

We provide a sign rider to attach to the yard sign to direct potential buyers to your single property website for more information

Your individual property website will house all things important to your property! This may include interior + exterior features, property photos, virtual tours, property promo videos, virtual tours, maps and more!

Custom Property Brochures



Custom property brochures are a great way to show potential buyers the best features of your home AND the area in which your property is located! We will include photos, floor plans, special features, neighborhood highlights, things to do in the community, and anything else that makes your property unique.

Complimentary Safe Showing Basket



Once your listing goes live, we will provide the following protective gear complimentary for showings: hand sanitizer, sanitizing wipes, face masks, & shoe coverings. Now more than ever, it is important to adapt to the ever changing real estate market and implementing new procedures to protect the health and well being of everyone.

Maximum Exposure



Zillow®

trulia®

realtor.com®

facebook

YouTube

Instagram

LinkedIn

GET FEATURED

I will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average 30 days faster!

After We List



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 on 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 their ability to picture themselves living there.



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 and empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE
Keep room temperature comfortable. This demonstrates to buyers that 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.



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 and the shorter the time period the better.

ALL CASH BUYER
A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about if the bank will approve the buyers 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 which is an appealing choice for sellers. An FHA & VA 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 closing to allow time for 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 will 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 best offer.

NEGOTIATIONS

After The Offer Is Submitted

WE CAN:

- Accept the offer
- Decline the offer (If the offer isn't close enough to meet your expectations 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 reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED:

You and the buyers will mutually 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.

Contract to Closing



home INSPECTIONS

WHAT IS INCLUDED

Roof & Components
Exterior & Siding
Basement
Foundation
Crawlspace
Structure
Heating & Cooling (limited)
Plumbing
Electrical
Attic & Insulation
Doors, Windows & Lighting
Appliances (limited)
Attached Garages
Garage Doors
Grading, Drainage & All Stairs



FAQ

INSPECTION TIME FRAME
TYPICALLY 0-14 DAYS AFTER SIGNING CONTRACT.
NEGOTIATIONS USUALLY HAPPEN WITHIN 1-5 DAYS OF INSPECTIONS

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 OF INSPECTION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

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 that 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 commission
- Sellers, if any 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 (HUD 1)
- 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 county recorder's office
- 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 recorder's office.

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

WHAT TO BRING

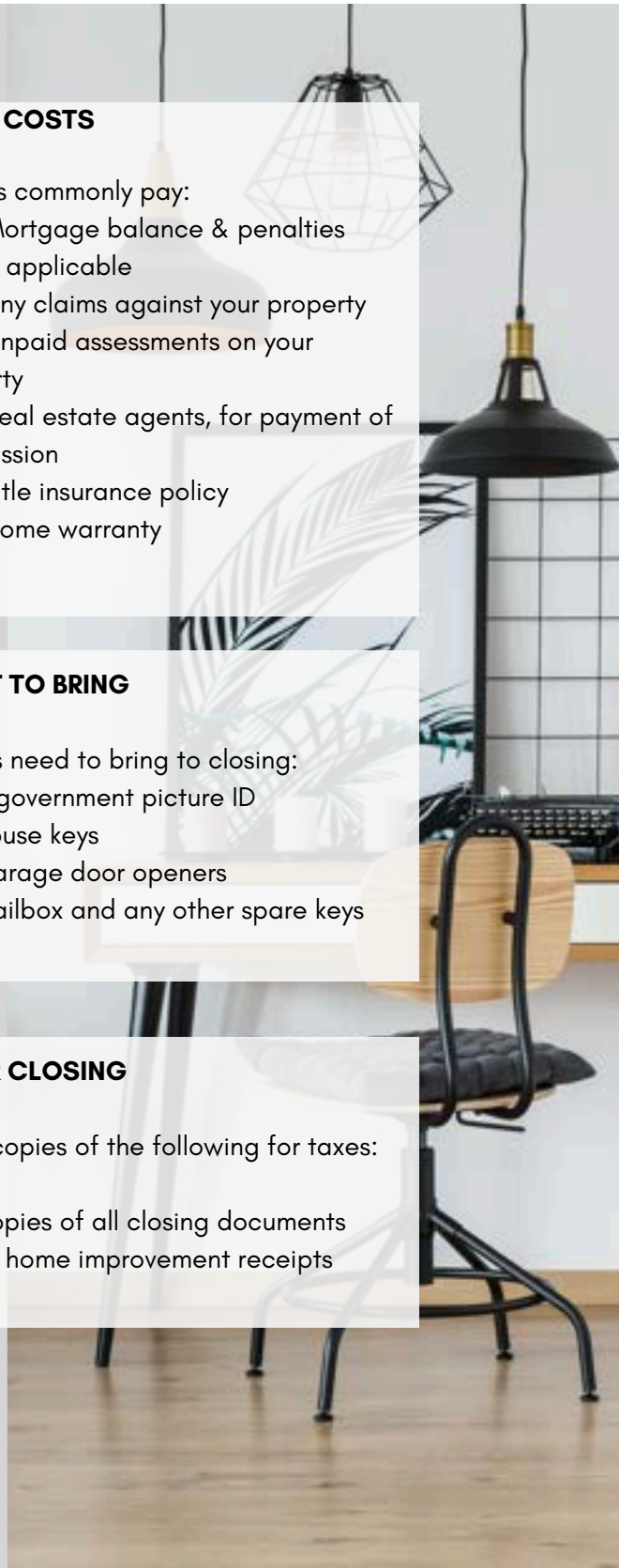
Sellers need to bring to closing:

- 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 receipts



Final Steps



FINAL *steps* FOR SELLERS



CANCEL POLICIES
Once title transfer has occured 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 electricity

DOCUMENTS
Secure all closing documents as well as the contract and closing documents and 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 garage. Schedule trash pick up prior to 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.

Reviews

"We worked with Shannon with selling my mother's home. She always kept us up to date during the whole process. I asked her for names of landscapers, junk removal, cleaners and even moving companies. Her response was quick and spot on. I loved how she sent us short little videos about the next steps. Thanks so much to you, Shannon. If you need a great agent, look up Shannon!" -Nanie Hogan

"Shannon is one of the most dedicated, knowledgeable, and effective Realtors I have ever worked with. I've executed several successful transactions with her at my side, and could not possibly be happier!" -Corey Smith

"Shannon went above and beyond helping us find the perfect home! Love love love her!!! Definitely recommend Shannon to help sell/ purchase your home!" - Chelsey John



"Shannon is the definition of above and beyond; she was always timely with new properties to consider, answers to questions, and whatever support was most helpful throughout the home buying process. 6 out of 5, would do business again." -Geoffrey Hunt

"Having an real estate agent you trust will be invaluable. Having Shannon as our local real estate agent gave us an edge, insight on the market, stock, and strong ties within a network of communities. Being a seller and a buyer, presented unforeseen challenges. She quickly provided every resource we needed during this process to list, sale, purchase and close simultaneously.
To those reading, trust is built over time. Shannon has ours and will extend to you in advance, from there you can start your own journey together, on a solid foundation!" -Sonya Staten

We'd give Shannon 6 stars if we could. She is a wonderful person to work with. We have purchased two homes with her help and expertise. What we especially loved was her friendly, kind demeanor and she was always available to answer questions, do research, or whatever we needed. We felt like we had a "partner" who wanted to help us find the home we wanted and wanted to make sure we were happy with the purchase. We've worked with other realtors in our past in different areas, but we honestly never had one we felt so comfortable with and trusted so much. She's a great negotiator too. Relationships count so much in all areas of life and she is just the best. We hope she continues in real estate for many years to come, we will only use her! Thanks Shannon for your dedication and always being there." - Debbie Vayder



I look forward

TO EARNING

your business

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