



seller's GUIDE

TO SELLING YOUR HOUSE WITH PEACE OF MIND



meet

LORI GUINAN

YOUR HOMETOWN GIRL REALTOR®



about

Lori was born and raised in Middle Tennessee and is "Your Hometown Girl REALTOR®". After 18 years of experience in executive business administration as Executive Assistant to the CEO of a franchisor, she joined the real estate industry to help others with one of the biggest purchases they will make during their lifetime, like she would want someone to help her family. She has a degree in accounting and is very meticulous when it comes to numbers.

Lori is an award-winning, Multi-Million Dollar Producer and strives to ensure she is always learning the latest and greatest technological and marketing techniques as well as other education in order to be able to better serve her clients. Lori has received the Real Estate Negotiation Expert (RENE) certification, the Seller Representative Specialist (SRS) designation, the Accredited Buyer's Representative (ABR) designation, the Accredited Community Expert (ACE) certification, and the Certified Staging Advocate (CSA) designation. Whether you are buying or selling a home, you want someone that will represent you 100%. Someone that will have your best interests at heart. Someone that will work to ensure the transaction goes as smooth and as stress-free as possible. You want someone that is a full-time professional who will walk with you every step of the way through the process with honesty, integrity and constant communication.

All of that, and having lived in Middle Tennessee her entire life, provides her with incredible knowledge of the area, making Lori an excellent choice of REALTOR®. She looks forward to working with you!

Lori Guinan

**RENE, SRS, ABR, ACE, CSA
REALTOR®**

contact



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REAL ESTATE IS NOT ONLY MY PROFESSION,
it's also my passion.

5 EASY STEPS

to sell your home

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STEP 1: PREPARE

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- Hire me as your real estate agent
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STEP 1: *prepare*

HOME TOUR & RESEARCH

Before we discuss the home selling process and your expectations, I will tour your property and offer you my insights on what can help you sell your home for top dollar. Afterward, we will sit down and discuss the approximate value of your property based on current market trends and recent sales in your neighborhood.

HIRE A REAL ESTATE AGENT

Sometime, around our home tour and listing appointment, you will have to decide who you want to represent you during the home selling process. If you choose to hire me, I will walk you through all the listing paperwork, and we will get all the necessary documents signed to move ahead with putting your home on the market!

To help you decide, here are some unique key services I offer all my seller clients:

- ✓ top priority and attention to your property
- ✓ regular and timely communication with you
- ✓ active follow-up of every buyer prospect
- ✓ work with you and for you to obtain top dollar
- ✓ fully customized marketing materials
- ✓ suggestions to increase your home's value

LISTING APPOINTMENT

After our initial meeting, I will prepare a Comparative Market Analysis (CMA) that includes sold prices of comparable properties in your area. Once I have finished all my research and data collection, we will meet again. Based on all the data I collect and your needs, we will establish a competitive listing price for your home. We will also discuss the home selling process, timeliness, and expectations from the sale to be on the same page and head towards the same goal as a team. Additionally, we will discuss my unique approaches to marketing your property so that you can rest assured that I will do everything possible to get your home sold for top dollar and as quickly as possible.



STEP 2: *pre-listing*

ESTABLISH A PRICE

Pricing your home at the right price the first time is crucial to obtaining maximum exposure and selling your home quickly for top dollar. Doing so will also help you save money and time. Pricing a house correctly is mostly based on five factors: the property's **location**, its **condition**, its **improvements** (or upgrades), its **age**, and the **market conditions** experienced at the time of listing.

Therefore, my experience and access to exclusive information from various sources will help us determine a competitive listing price to ensure optimal results.

STAGE YOUR PROPERTY

Staging a house is the process of strategically arranging furniture and décor to make a home look its best while selling. This may involve refreshing your belongings, or moving some things out in order to minimize and bring the home back to its basic shell. Our goal is to create a clean, neutral, and coherent look to help buyers imagine what moving into your home could look like. They like to be able to see their furniture in the home.

To help, I will give you personalized tips during our initial home tour, and I will provide you with a home staging checklist for reference on the following page.

MARKETING MATERIALS ARE DESIGNED AND PREPARED

While I go further into detail about my marketing strategy in the following pages, I will have professional photos taken of your home after the staging of your property is complete. At the same time, I will have all marketing materials designed and customized to match and include the stunning pictures of your home.

Once all marketing materials are designed, I will download and prepare them for print. Before "active" listing day, I will personally deliver some printed marketing materials to you (such as property flyers, "Welcome to Our Listing" signs, and business cards) for you to display for potential buyers when viewing your home.

Aside from printed marketing materials, I will also tackle the digital world by having "Coming Soon" and "Just Listed" property social media posts posted on all my social media pages and advertising them to reach more prospective buyers and agents.

HOME STAGING

checklist

To stage your home and get it ready for launch day, consider doing the following:

- **Remove personal items.** A few personal things on display is acceptable, but we want to make sure we leave enough room for a prospective buyer to picture themselves living in the home (not you). These items include pictures, awards, personal collections, personal paintings, prescriptions, firearms, etc.
- **Deep clean the entire house.** Don't forget to clean all flooring and pet areas as well!
- **Decorate your home with neutral colors.** If you plan to paint or replace/rent décor items, consider choosing neutral colors to brighten up the living spaces. Great color schemes to choose from are light grays and whites for main areas and soft blues and greens for bathrooms.
- **Clear all items from countertops (except for décor items).** Remember to remove all toiletries sitting out in the bathrooms and all items on kitchen countertops. However, consider leaving a vase of flowers in the bathroom and a luscious bowl with fruit in the kitchen to add touches of color (lemons or limes work great).
- **Declutter, declutter, declutter.** Unless you have a minimalist lifestyle, you have likely accumulated many items during your stay in the house. As we aim to create an open and clean space inside your home, it is crucial to remove as many unnecessary items as possible. Furthermore, a decluttered home maximizes your home's space, which can give the impression to the buyer that your home has more square footage than it has in reality. If you have no space for storage, consider renting a short-term storage unit.
- **Keep the lawn manicured and watered regularly.** Don't forget to trim hedges, weed flower beds, and prune trees regularly as well. Also, keep the lawn mowed, free of clutter and add fresh mulch to garden beds.
- **Make all beds and style them.** Tip: add multiple coherent décor pillows to make a bed look more comfortable and sumptuous.
- **Organize closets.** If you have regular closets, try to make it look as organized as possible. If you have a walk-in closet, remove as many items as possible to make it look very spacious.
- **Wash or paint the home's exterior.** A fresh coat of paint on the exterior of your home will make your property's curb appeal stand out. This is not really a low-budget job, if you can, we recommend doing it! Pressure washing can do wonders for the outside appearance.
- **Remove or hide any trash, recycling, or compost bins in all rooms.**
- **Add a new or clean welcome mat on your front porch and hang a beautiful wreath on your door.** Depending on your front porch's size, consider adding outdoor pots with plants as well to finish off a warm look. To freshen up your front door, add a fresh coat of paint.
- **Hide ALL cords from electronics.** Also, consider hiding or removing any unnecessary devices (such as video game consoles).
- **Add clean towels in the bathroom and place them neatly.** You can also add rolled-up towels to create a more "spa" look.
- **When you pair an item, do so in 1s, 3s, or 5s.** The eye appreciates these pairings!
- **Try giving a fresh coat of paint to your home's interior.** If this is not possible, paint the trim to provide a pop of color throughout the house.

REAL ESTATE

photography pre-shoot

checklist

exterior.

- ☐ Clean up the landscaping: trim bushes, mow/edge lawn, add mulch
- ☐ Close garage doors
- ☐ Pressure wash house, driveway and sidewalk
- ☐ Remove children's toys and patio furniture
- ☐ Remove yard clutter
- ☐ Remove cars from driveway

general.

- ☐ Leave all lights on and turn off any ceiling fans
- ☐ Turn off any devices (including TVs)
- ☐ Open all blinds and curtains
- ☐ Declutter the entire home: remove any excess furniture and any other items
- ☐ Touch up paint
- ☐ Deep-clean the entire home



bedrooms.

- ☐ Make beds and tidy up the rooms
- ☐ Remove any personal photos and items
- ☐ Remove unnecessary items from nightstands
- ☐ Store away toys, clothes, devices, and valuables

bathrooms.

- ☐ Clear countertops completely
- ☐ Keep toilet seats and lids down
- ☐ Remove plungers and cleaning items
- ☐ Clean all glass surfaces and mirrors
- ☐ Hang clean towels neatly and remove rugs
- ☐ Remove all personal items (i.e., soap, shampoo, towels, etc.) from tubs and showers

kitchen.

- ☐ Clear countertops completely except decorative items
- ☐ Empty sinks and store dishes away
- ☐ Empty and hide garbage bins
- ☐ Remove all magnets from refrigerator
- ☐ Remove or hide any pet food, accessories or kennels

MY MARKETING *strategy*

PROFESSIONAL PHOTOGRAPHY

Since the internet's growth, more buyers have been using various real estate home search engines to find their next home. Therefore, real estate photography is an essential marketing strategy for sellers, so I invest in professional photographers to take stunning pictures of your home.

Properties that look visually professional and aesthetic will entice buyers (especially millennials) scrolling through the web to click on those homes rather than poorly presented homes.

Additionally, listings that have professional photography tend to: sell faster on the market, sell at a higher price point, attracts more international buyers, and attracts more buyer leads to visit the homes in person.

NETWORK MARKETING

Investing time to create relationships with other real estate agents and industry professionals pays off when it comes to listing your home! I will personally reach out to all my wonderful colleagues and tell them about your home to spread the word. This will make your listing known around their networking circles, boosting your property's visibility.

ADVERTISING & MARKETING

Other than the marketing strategies listed above, I will: place signage on your lawn with a flyer display, host open houses, create a personalized email campaign, distribute stunning customized property flyers, and promote your home all over my social media networks.

What other techniques do I use to promote your property?

- Networking
- Signage (including a lawn sign)
- Email marketing
- Custom-designed property flyers
- Open Houses (weekends & weekdays)
- Social Media marketing
- Zip Your Flyer email marketing to over 6,000+ email addresses
- & more!

Where do I promote your property online?

- Realtor.com
- Zillow
- Trulia
- Facebook
- Instagram
- Twitter
- Pinterest
- LinkedIn
- TikTok
- & more!



Tik Tok

WHY MLS?

When your home is listed on Multiple Listing Service (MLS), all the property information, photos, and other details are published nationally. This means that your property is exposed to prospective buyers from all over the country and international buyers. Additionally, licensed real estate professionals in your area will be notified whenever your property gets listed. Therefore, they will have the chance to immediately book a viewing appointment for their qualified and interested buyer clients.

STEP 3: *listing launched*

YOUR PROPERTY IS OFFICIALLY LAUNCHED ON THE MARKET

The day you have been preparing for is finally here! On launch day, your property will be officially posted online and appear as an "active" and "new" listing on MLS. From this day until an offer has been accepted, many real estate agents will be making showing requests. So, get ready to leave your home on short notice and for a few hours at a time.

Now, a common question I get from sellers is: "When is the best day of the week to launch our listing?" One thing to remember is that whenever I list a property, I strive to obtain multiple offers on your home to ensure you get the best price for your home. To do this, it is vital to get as many showings compacted in the shortest amount of time as possible.

Weekends are the peak days of the week, where people are often most available to view homes. Therefore, if I list early on in the week and receive an offer immediately from a few buyers who went to view your home, you will not be giving a chance to those who are mostly available on weekends to view the property. This is because you will have to decide on the offer you have already received. Therefore, I recommend launching your property closer to the weekend—more specifically, on a Thursday or Friday—to ensure maximum buyer exposure and get as many viewings as possible within a few peak days.

BUYER PROSPECTING TIME

Starting on launch day, I will go full-out on exposing your property to prospective buyers. Consistent exposure of your home will be spread across all my social media platforms. I will place targeted Facebook and Instagram ads. I will also personally reach out to my real estate professionals' networks and share your listing with them so they know of your property for any interested buyer clients they may know.

Additionally, all scheduled events (including open houses) will be conducted until a sales agreement is negotiated and accepted.

BE PREPARED FOR SHOWINGS AND OPEN HOUSES

Once I launch your property, real estate agents will start contacting me to make showing appointments. Depending on your property and market trends, you may experience many showings in a short span or occasional ones. In any case, it is crucial to be prepared for showings and open houses. Here are some tips to help you during this time:

- Be **flexible** to prospective buyers' schedules to avoid missing out on a strong offer.
- Get everyone in your household on the same page to be all **informed** when showings are happening to help them make sure their space is clean and tidy.
- Get your entire household to **vacate** your property to avoid making buyers feel uncomfortable and leaving them an empty space to visualize themselves living in your home without added pressure.
- **Create a mood** by setting a tone that accentuates your property's features. Examples include: all lights/lamps on, light a fire if you have a fireplace (even if it's summer), create a romantic atmosphere by placing two clean champagne glasses on a table with a bottle of champagne, turn on some soft music at a low volume like in stores, turn on any decorative water features (such as fountains), drape sensuous materials such as chunky knit blankets over your chairs and sofas.



- Make the beds
- Throw all your clutter in a laundry basket and take it to your car
- Put out your "show" towels
- Create light in the house by opening curtains and blinds and turning on ALL lights
- Empty all garbages into a garbage bag and put it in an outside garbage can
- Vacuum all carpets
- Clean all glass and mirrored surfaces
- Sweep the front porch and shake-out the door mat to remove debris
- Clear kitchen and bathroom countertops (except for decorative items)
- Close all the toilet seats
- Wipe down all countertops
- Secure your pets or take them with you
- Sweep and mop all hard-surfaced floors
- Put laundry away (or take it with you)

STEP 4: *offer process*

SALES AGREEMENT

Once a buyer tours your property and decides they would like to purchase it, the buyer's agent will prepare an offer and send it to us.

After an offer is submitted, we will sit down and go through the offer together. Although it may be tempting to go with an offer that has offered the highest sale price, we will also have to consider other sales agreement factors: contingencies, financing condition, closing timeline, repair requests, etc.

Once we have discussed an offer, you will decide how you want to move forward. You can: **accept** the offer, **decline** the offer, or **counter-offer** (which occurs when you want to negotiate on the sales agreement terms). If you choose to counter-offer, the buyer would have to decide whether they wish to accept, decline, or counter the counter-offer. After negotiations, if one party agrees with the offer, we will finalize all signatures. The buyer will have 5-7 days to submit the earnest money. Now, any inspections, appraisals, financing approvals, or anything else will take place.

Contingencies (or conditions) are found in most sales agreement contracts. The most common ones included in a contract are home inspections, financing, appraisals and/or sale of home.

A buyer can hire a professional home inspector to review your property's condition closely. It typically takes 1-4 hours. Suppose the inspector finds anything significant that needs to be repaired. In that case, they may request repairs, which you may accept some, all or decline to make any repairs.

An appraisal is often requested by the buyer's mortgage lender to ensure that the buyers are not over-paying for your property. No matter the result, I will assist you in making the right moves if required to make any moves.

All conditions have deadlines by which the buyer will have to waive the contingencies to make the sales agreement firm and proceed with the transaction.

CONTINGENCIES

UNDER CONTRACT

The "under contract" period begins after the buyer and seller finalize and sign the sales agreement. During this period, a binding agreement exists between a seller and a buyer involving a property. When a property is "under contract," the seller may not enter into another contract with a different buyer, as the buyer is now obligated to purchase your home. A property is still considered "under contract" with contingencies, and the contract firms up once all conditions are waived.



more about home inspections.

Q. When does a home inspection usually take place?

A. Although home inspections can take place later, usually the appointment takes place within a week after signing the contract. Typically, the seller should vacate the home during the inspection.

Q. How much does the service cost for us sellers?

A. Good news! Buyers choose and purchase a home inspector's services, so they incur the whole cost. Therefore, there is NO COST to you, the seller.

Q. What happens after an inspection in terms of negotiations?

A. Negotiations usually happen within a few days of the home inspection appointment. If there are any issues with the property that the home inspector finds, the buyer can:

- **Accept** the house as-is
- **Back out** of the transaction
- **Negotiate.** They can offer you a lower sale price or ask you to fix the issues before closing day.

WHAT IS INCLUDED in an inspection

- Basement
- Foundation
- Crawlspace
- Roof + Components
- Doors (including garage doors)
- Electrical
- Attic + Insulation
- Appliances (select)
- Windows + Lighting
- Stairs
- Grading + Drainage
- Structure
- Exterior + Siding
- Plumbing
- Attached Garages
- Heating + Cooling



STEP 5: *moving out*

CLOSING PREPARATIONS

At this point, the buyer's lending approvals have been met, and closing documents have been ordered. The closing appointment has been scheduled, and now it is just a matter of preparing for the big day.

As you prepare for closing day, make sure you have completed the following duties:

- Secure your seller documents
- Deep-clean your house
- Turn off all valves & switches after moving out
- Cancel your insurance policies
- Change your address on subscriptions, bills, banks, etc.
- Transfer your utilities to your new home
- Collect all house keys, remotes, gate keys, pool keys, and mailbox keys for the buyer



CLOSING DAY REFERS TO THE DAY THAT FINALIZES YOUR PURCHASE. AT CLOSING, FUNDS AND DOCUMENTS ARE EXCHANGED TO TRANSFER OWNERSHIP TO THE BUYER. AFTER CLOSING, YOU WILL RECEIVE ANY REMAINING FUNDS FROM THE SALE OF YOUR PROPERTY.

MOVING & PACKING

While you wait for closing day to arrive, don't forget to plan and prepare for your move into your next home!

CLOSING DAY

Closing day is here! The buyer will have a final walk-through of your property 24-48 hours before closing. This is to ensure that you have left your home in the same condition as they purchased it (except for minor wear and tear). (Everything should be removed from the home by this time.)

Closing typically takes place at the title company's office. You will need to bring some documents with you, including:

- Valid government-issued ID
- All house keys, garage door openers, mailbox keys, pool keys, etc., or these can be left on the kitchen cabinet in the home.
- Cashier's check to pay for closing costs
- Any outstanding documents requested from your lawyer or lender

Both the buyer and the seller will incur closing fees. For the seller, these fees typically include:

- Closing attorney's fees
- Seller's and Buyer's Agent's Fees
- Title Insurance Home Warranty (if applicable)
- Any unpaid survey or assessment fees
- Any outstanding taxes, fines, or claims against your property

FINALLY...
congrats!

YOUR HOME IS NOW
OFFICIALLY SOLD AND
YOU ARE READY TO
BEGIN A NEW CHAPTER!

LOCAL

recommendations

Home Loan Specialists

Kevin Kenerson	Lending Hand Mortgage	615-390-7534	kkenerson@lhmtg.com
Stephanie Fields	Mortgage Investors Group	615-243-6555	stephanie.fields@migonline.com
Jeff Suter	CMG Home Loans	615-476-6703	jsuter@cmgfi.com

Title Companies

Smith, <u>Sholar</u> , Milliken	Gallatin/Goodlettsville	615-452-5282	info@smithsholar.com
Highland Title & Escrow	Gallatin	615-824-5613	info@highlandtitle.biz
1st Quality Title	Lebanon	615-449-9766	Kristi@1stqualitytitlellc.com

Home Inspectors

All-Pro Home Inspection		615-337-1277	customercare@allprohometn.com
Reli-On Home Inspection	Jay <u>Dorley</u>	615-200-4674	reliioninspectionsllc@gmail.com
Quality Home Inspection	Burley Harris	615-681-3657	burleyharris0201@comcast.net

Pest Control Companies

Aardvark Pest Control Services		615-451-2049	
Northwest Exterminating		615-200-5339	swoosley@callnorthwest.com
U.S. Pest Protection		615-452-2300	

Home Insurance Companies

Chelsea <u>Hlad</u>	State Farm—Matthew Thomson	615-452-5735	chelsea@agentmatt.com
Elizabeth Jones	Farmers Insurance	615-452-7037	ehobdy@farmersagent.com

Home Warranty Companies

Kourtney Funk	Home Warranty Inc.	606-315-5144	kourtneyf@homewarrantyinc.com
Stephanie Coleman	Old Republic Home Protection	615-855-9264	stephanieco@orhp.com
Wes Poole	2-10 Home Buyers Warranty	615-478-6761	wpoole@2-10.com

CLIENT *reviews*



"If you are looking to buy or sell a home, Lori is your choice! She is professional, attentive, so patient and caring, and will make sure she finds the perfect home for you! She made it super easy and stress free moving from another state to TN. I highly recommend Lori!"

-GK

"Lori Guinan is literally the best. She helped us find our dream home and was a pleasure to work with. I consider her a friend now. She went above and beyond in helping us out with everything along the way, could not recommend her enough. Just a genuinely great all around person."

-Ian K.

"Lori was wonderful, she was there anytime and for anything I needed. She found us the perfect home 🏡 would give 10 ★★★★★★★★★★ if I could!"

-Heather Lynne

"Lori, is an extremely professional agent who always has the clients best interests at heart. You won't find many agents who work harder or pay attention to details more than Lori. She is a great agent and would be an excellent choice for someone looking to buy or sell a home. 5 Stars!!!"

-Chuck C.

"Lori Guinan was wonderful to work with. She is the consummate professional, kind and honest. She made our move across the country seamless!"

-Mary D.

"Lori was always available. She was organized and scheduled all our viewings to meet with our needs on our time. Moving to Tennessee from another state is stressful enough but Lori made it super easy to find a home with no stress. Thank you Lori!"

-Yolanda S.

"The best in the business! Great communication, shares information, educates you on the process, and genuinely wants to help."

-Tonya H.



LET ME HELP YOU SELL YOUR HOME!



Lori Guinan



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