



SELLERS GUIDE



You've made the decision to sell your house!

What's next? Proper preparation propels the process. We pair knowledge, experience and market expertise with a healthy dose of emotional support and a ton of planning.

At West of Hudson
We're powered by

Knowledge

Community

Experience

Happy

You



1. Getting Ready

It's time to sell your house. What's next? Proper preparation is the key to the best outcome.

Sellers are often surprised to learn what repairs or updates will really help them get more money. Things that seem important to you, may not be to buyers – and vice versa. Before you spend money and effort, we'll walk through the house with you, room by room, and help you prioritize projects, big and small. Things are not always what you expect and buyers will often surprise you. The good news is, they won't surprise us.



2. Staging

You only get one chance to make a first impression – and these days, that impression is made long before the buyers get anywhere near your house.

Professional staging, photography and floorplans, plus maximum online exposure are the critical first steps to getting the buyers to and through your door.

That's why we set the bar so high on how our listings are presented.

We've ensured that our sellers have every advantage, from cutting edge technology to targeted strategies, to reach the most buyers in the shortest amount of time. Our sole focus is your listing and your goals.

3. Pricing

Proper pricing is everything. And that does not mean just averaging out recent sales in your neighborhood or adding up what you bought the house for plus what you've spent on it.

We'll provide you with a detailed, critical analysis of the market and comparable, recent sales – with the added benefit of having been in those houses and knowing how many offers they received. And we'll revisit that analysis once you are poised to come on the market, making sure we factor in all available information. We'll bring in a 'pricing committee', if needed, to add further professional input and feedback to the final analysis. Finally, we'll sit with you and review everything to help you make the best decision for you and your property.

Our goal is always to get you the best possible outcome for your sale.



4. Going Live

The sign is up and we've sent your listing worldwide to all the top real estate sites (and some you've never heard of).

As members of multiple MLS sites, through our office and individual websites, our extensive social media presence, our Search Engine Optimization and use of technology platforms, your listing will reach all potential buyers, with maximum impact.



5. Open House

The glossy brochures and feature sheets are on the dining table, everything sparkles, and it's time for your big debut.

We start with a brokers' open house, inviting all of the agents that service your area and beyond to walk through and bring their clients. Every town holds brokers' opens on different days, but we know how it works in each market. Next we'll hold a public open house, possibly two (again, things vary town to town), that first weekend.

Our extensive marketing ensures that everyone knows about your open house, getting more buyers through your door.

We'll staff your house with experienced agents and ensure that everyone is warmly welcomed and given all the information they need to fall in love with your house. We follow up with everyone that visited, to answer questions and gauge buyer response. And we will always stay in close contact with you, keeping you up to date, every step of the way.

6.

Offers

All the planning and work paid off – you're receiving an offer, maybe more than one!

While the offer price is important, it is not the only thing that matters. We'll help you review the offers, going over the proposed terms, the reliability of the underlying preapproval, any waivers or credits the buyers are offering and more.

We know how to negotiate the best terms for you, anticipate and avoid the pitfalls, and protect your transaction.

Getting you offers is one thing – getting you all the way to closing is another. Fortunately, we do this a lot!

7.

Inspections and appraisals

Once the attorneys are done and the contract finalized, you are under contract and several timers start to run.

We'll follow up to make sure your buyers' deposits are in on time. Your buyers will have a set period of time to perform a whole house inspection, as well as any other inspections. If there's a mortgage, the bank will also perform an appraisal. We'll manage all of that too, coordinating the inspections, following up on questions and keeping the buyers to the schedule. When the reports come in, we'll review them with you and coordinate follow up. We bring all of our experience to help you negotiate the best possible result, with the least stress.



8.

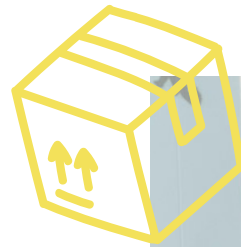
Moving and Closing

It's almost time!

We can help with names of movers, coordinate final utility readings, even help with contractors and painters at the other end of your move. We'll make sure your buyers' loan commitment is in, all required town inspections are completed and set up the final walk through with your buyers.

Whether you've been in your current home for four years or forty, we know that moving is emotional and busy.

We'll be there for you, for all of it!





West of Hudson Real Estate

Powered by Happy

Contact us and we'll help you every step of the way

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