

HOME SELLERS GUIDE



**NASHVILLE
HOMEGUYS**
THE KEYS TO YOUR
REAL ESTATE SUCCESS

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Your Guide to Selling Your Home!

Thinking of selling your house can be a daunting task. That's why the Nashville Home Guys Team under the direction of Sam and Steve Miller put together this guide to prep you before selling your home. We have broken the process down into 5 steps which will take the guess work out of your efforts and will sell your home in the least amount of time!

We think these 5 steps are the keys to making your sale a successful one! If you would like a price opinion on your home, please email with your address to Team@NashvilleHomeGuys.com and we will get you an idea of your home's market value. And if you have any questions, please don't hesitate to reach out!

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Step 1: Why The Nashville Home Guys?

"You need a Realtor - like The Nashville Home Guys - who is experienced in the market you're wanting to sell in. One who is familiar with neighborhood values and area trends that might affect your home sale," offers Steve Miller, Affiliate Broker and founder of the Nashville Home Guys. The Nashville Home Guys Team has 20+ years of working in the Middle Tennessee area - with buyers and sellers alike laying a firm foundation of understanding the individual markets.

Sam goes on to say, "This is one of the most important financial and emotional decisions a person can make and it is the Realtor's job to make sure they are available. Market knowledge and communication is always the key to a successful transaction. We believe that communication and knowing the market are the cornerstones of the Nashville Home Guys' service."

This is the 10th anniversary of the Nashville Home Guys Team! Steve has 20 years experience and has sold 1000's of homes within that time. Sam has extensive sales experience in his career, which has formed his success in the Real Estate business. Steve states "There is nothing more important to a client's success than the real estate experience of the Realtor they are working with to minimize days on the market, negotiate, and maximize our Seller's sales price."

The other key ingredient to the Nashville Home Guys success is their very aggressive marketing efforts to make sure your home garners the widest audience possible. Sam is an expert in filming virtual tours and shooting drone footage to fully portray your home's desirability! Steve photographs their listings always with a clear eye to capture captivating images of your home's features.

Sam goes on to say, "After we've edited and compiled the visuals, we use all social media outlets to get the word out, including the exclusive Benchmark agent site to let our fellow agents know as well." Benchmark is one of the largest real estate brokerage firms in Tennessee with a huge stable of experienced professionals. "In fact, we've had many listings sell on the first day because of our pre-marketing campaigns. And our website, let alone Benchmark's impressive presence, gets 1000s of hits a month further driving the sales message," Steve adds.



Step 2: List It At The Right Price

Putting a price tag on a home you're trying to sell is a tricky thing. For one, it's your *home*, crammed full of memories, hopes, and dreams—and all that stuff can cloud your thinking and lead you toward the wrong price. There are consequences: Shoot too high, and your home could languish on the market for months. Price it too low and you could find that you left cash on the table.

The best way to get a handle on your home's sales price are the prices of similarly sized homes in your neighborhood—otherwise known as “comparables,” or “comps.” “This is a very important part of the process as it effects both the time it will take to sell your home and the cash you will receive from the sale,” Sam states. “You certainly don't want to compare apples to oranges,” Steve adds, “so it's important to work with a Realtor that understands the nuances of compiling the information. While these are great for quick looks at value, it's only when a Realtor can lay their eyes on it and give you their opinion based on the individual characteristics your home has to offer and the overall values of the area,” Miller says. That's why we need to visit your home, so we can factor in your home's unique strengths and weaknesses along with comps to come to the best estimate for a listing price.

Once you find yourself a ballpark price you're happy with, it's time to fine-tune it. Keep shoppers' online search parameters firmly in mind—small differences in your price can spell a big difference in your exposure.

"Home buyers will for the most part set their Internet search parameters with a minimum price and maximum price if you are outside this range your house will not be seen. Sam goes on to offer, "So if you're thinking about pricing your house at \$300,000 you might want to put it at \$299,999 so you don't lose anybody over a search set-up that was a dollar short of being seen by potential buyers." So if you're on the cusp, consider rounding down to capture more eyeballs.



Step 3: Condition Is One Of The 3 Kings

There are three things that are crucial to getting the best price for your home. Price, condition and location are the triumvirate of home selling. Once you've settled on price, another important aspect of your meeting and walk-through with the Nashville Home Guys is to find out what they think you need to do to maximize the appearance of your home from its curb appeal to the interior finishes.

Two important things to remember is that you live in the house and every little thing you've been thinking about will come to mind and that's where the NHG Team can make a difference. You know every little thing that's been bugging you in the house but you weren't able to address. Let the Nashville Home Guys help you sort out what is important and that can add value and what doesn't need to be done. Sam remarks, "A Seller can waste money doing things that really don't add any value, while we can make recommendations that will help in the sale of your home and get you the biggest impact from the outlay of your money."

Steve goes on to say, "Living in your home is a lot different than when it comes to selling it. We need to make every effort we can to make each room look as big and roomy as possible. This may include going ahead and packing away excess belongings or rearranging furniture to expand the living area. People know you are moving so if boxes need to go in the garage that is permissible." The Nashville Home Guys will give you the tips to put your home in its best selling shape!

Finally, it is time to take a hard look at the outside of your house. After all, that's the first thing buyers will see when they pull up, so you've got to work that curb appeal hard. Sam offers, "First impressions are always the most important. Even if you've gotten everything on the inside in perfect showing condition and the outside has not been as carefully attended to, the result will be a buyer questioning the value of the home because of that first impression. The Nashville Home Guys will have the suggestions to make your home shine!"



Step 4: Strike The Right Deal

In this fourth step, we'll show you how to navigate the negotiation process and come to a deal that will meet your market driven expectations. Once you have an offer in hand, you're probably scanning for one thing: the price.

"In Nashville's hot market, homes are selling anywhere from 90% to 100%+ of list," Steve says. The offers on your home should fall in that range, but don't rely on price alone. Every offer has five important components:

- Price
- Closing assistance
- Closing date
- Buyer financing
- Contingencies

Some offers may seem great on the surface, but significantly less so once you dig in. For instance: Is the buyer asking for closing assistance? Often first-time buyers don't have enough money to cover the down payment and the closing costs, so they'll ask the seller to foot some of the bill—about 2% to 3% of the total closing costs is a common request. This can be accomplished by raising the sale price of the home to accommodate your buyer and insure you receive the payout you were expecting.

When an offer is received, the Seller can counter with terms that are more acceptable to his situation. "The negotiation of contract is where a good Realtor is the go between of the Seller's pride in their home and Buyer's willingness to buy it. This is where successful win-win deals are made." Any offer can be countered with terms acceptable to the Seller and in like kind, the buyer can counter the counter offer. If no offer can be agreed to by written notice from the Seller and the Buyer, the offer can be rescinded and all Earnest Money be returned to the Seller. The Nashville Home Guys Team's commitment is to be your advocate in any negotiation to uphold your best interests!

Next based on a successful negotiation the Nashville Home Guys job is to make sure the buyer has the proper financing. Any offer should be accompanied by a pre-approval letter from the Buyer's Lender. And finally, there are normally three contingencies that come with any offer:

1. **Finance contingency** - This makes the contract contingent on the buyer actually being able to get a loan.
2. **Appraisal** - The lender will do an appraisal confirming the value of the property for the buyer's loan amount. If the appraisal comes in at the loan amount we're good to go. But if not, the Buyer can back out of the deal or the purchase price can be reduced. As Steve says, "This is the primary reason the listing price has to be scrutinized by comps and upgrades to the property to avoid this situation."
3. **Inspection** - The buyer will request a period time for an inspection - normally up to 10 days - to do the general overall and termite inspections highlighting any problems that may exist with the home. Then there will be a set amount of time for the buyer to submit any repairs they request the seller to have done. At that time it becomes a matter of negotiation to be finalized with a specified timetable for completion. As Seller you can either agree to do the repairs or counter the repair proposal. You can also decide to do no repairs and see if the Buyer stays in the contract or decides to opt out or counters the repair counter leaving the offer on the table. If an agreement can't be reached the Earnest Money would be refunded to the buyer and the contract would become null and void.



Step 5: Head To Closing

The final walkthrough

Before your closing date—often 24-48 hours before—the buyers and the buyers' agent will do one more walkthrough of the house (for which you should *not* be present). They will go through every room of the house, inside and outside. The buyer is just looking to make sure agreed-upon repairs were made and no new issues have crept up before closing.

"Sometimes, a leak may have started under a sink or the roof may have sprung a leak that is new and will need to be repaired before closing," Steve adds. If the buyers do find an issue, then you may have a chance to fix the problem to keep the closing on track.

99.9% of all closings go smoothly. By this point, the buyers are excited to get into their new house, agreed-on repairs have been made, and the sellers are ready to move on. "The closing attorney will walk you through the process, explaining each document and all the places that you will need to sign to finalize the transaction," Steve says. He goes on to add, "Most buyers and sellers will use different title attorneys so pay attention that the numbers agree with what you were expecting. If not, say something so that the problem can be fixed."

And then only thing to do is say Congratulations!

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To learn more, visit our website at:

www.NashvilleHomeGuys.com



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