



Seller

handbook



Our Commitment *To You*

As your Realtors, we commit:



Kate Rosenberg
BROKER/OWNER



Sam Dautzenberg
REALTOR

To Guide You From Start to Sold

- Listing Price- Research your area and provide an in-depth competitive market analysis
- Recommend repairs and cleaning based on typical buyer preferences
- Provide you with a trusted network of recommendations for all services you'll need during the selling process
- Timely presentation and response to all offers
- Keep your needs in mind as we negotiate the best price and terms on your behalf
- Assist you in making informed decisions to achieve a satisfactory sale

To Offer Professional, Reliable Service

- All representation will be enacted in good faith
- Timely response to emails, texts, and phone calls
- Follow your directions and faithfully represent your concerns
- Adhere to all deadlines and important dates

To Be Accountable

- Record the receipt of Earnest-Money Deposit during acceptance of offer
- Obtain and deliver all documents promptly
- Review all settlement documents with you

To Prioritize You

- We will ensure you are fully informed at all times
- Your information will be kept in the strictest of confidence
- Your interest will be placed above all others

The Inner Workings of Home Selling

01

AN EASY GUIDE TO SELLING

Initial Tour & Listing Appointment | Pre-Listing| Listing Day | Buyer Prospecting | Closing

02

BE PREPARED

First Impressions Matter | Be Show Ready Every Day

03

THE ART OF NEGOTIATION

Disclose | Ask your own questions | Breathe

04

ARE THEY... THE ONE?

Acceptance | Inspection | Appraisal

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CLOSING THOUGHTS

Your Closing Checklist | The Final Closing Process | The Costs of Closing | Post-Close Reminders

Almost there! We've got this! -Sam & Kate



01

An Easy Guide to Selling

INITIAL TOUR

We will tour your property and provide insights for how to set your sale up for success.

We will also discuss initial marketing strategies and we will walk you through the selling process.

LISTING APPOINTMENT

Once we've completed the Comparative Market Analysis, we will discuss the final list price, discuss your expectations, and sign the listing documents that enact the listing contract.

PRE-LISTING

After our listing appointment, we will make the necessary arrangements to prepare your home for sale. Marketing photography, signage, and lock boxes will be collected and installed so we're ready to list.

LISTING DAY

We're ready to go live! Your listing will become accessible to all prospective buyers, signage will be installed, and all agreed upon marketing will be distributed.





BUYER PROSPECTING

Your property will be marketed through all available marketing channels until an offer is accepted.

NEGOTIATIONS & AGREEMENT

When an offer is made, we will help you determine the best course of action and respond accordingly until an agreement is reached.

INSPECTIONS

Your home will likely undergo a series of inspections. We will guide you through any post-contract negotiations required by the inspector's findings.

We'll be with you every step!

LOAN COMMITMENTS

If applicable, your property will undergo an appraisal by the lender to ensure the Buyer is not overpaying. Documentation will be collected and verified in order to proceed with closing the sale.

CLOSING PREPARATIONS

We must ensure all lender and Buyer requirements are met before closing. We will provide any remaining documents and schedule the official closing date. The escrow officer will determine what fees are owned by whom and prepare your final closing docs. We will review the final figures before the appointment. .

CLOSING

During the appointment, the closing will involve ensuring all fees are paid, the seller receives the money owed, and that the Buyer's title is recorded.





AN INVITING EXTERIOR...

Curb appeal is crucial. Be sure to keep your lawn neat and tidy, weed-free, and water it regularly.

Inspect the exterior for damage.

Complete any exterior repairs that detract from the appeal - cracked foundation, crooked gutters, uneven pathways, loose siding, missing shingles, chipped paint, peeling caulking, or crumbling steps. Remember to reseal the driveway, if needed.

Refresh your front door with a new coat of paint!

A wreath and a new mat would help make it look more inviting, too.

Replace faded address numbers on your home so it's easy to find your property when buyers visit.

Clean the exterior of the home; wash windows, pressure wash the siding and clean out the gutters.

02

Be Prepared

FIRST IMPRESSIONS MATTER

Tempt buyers to take a closer look by following this simple guide!

Has your HVAC System been serviced recently?

Florida Home Buyers rely on their HVAC systems year-round. Prior to listing, show your buyers that your AC is well taken care of by getting it serviced and cleaned.



...WILL MATCH THE WELCOMING INTERIOR

Clean, organize, and declutter every room. Your space will appear bigger, and it will help prospective buyers envision their belongings in the home.

Disorganized closets and storage rooms will make it difficult for buyers to determine if the storage space will suit their needs.

Simplify and depersonalize. Stick to tasteful, neutral décor choices and store personal items.

It should sparkle! Maintain the cleanliness of all spaces, from top to bottom, throughout the selling period. Consider hiring professional cleaners or renting a carpet cleaner.

Inspect the interior for damage and complete repairs. Cracks, water damage, leaks, holes, damaged windows, peeling wallpaper, and stains should all be taken care of before buyers have access to view your home.

Refresh your paint! Work with neutral tones to appeal to a wide range of buyers. If you're thinking of replacing any flooring, the same suggestion applies. Remember, not everyone loves crimson as much as you do!

Neutralize any bad odors. You don't need to bake cookies before every showing, but your space shouldn't smell unwelcoming.



It should sparkle!





BE SHOW READY EVERY DAY

- Wipe down all surfaces in your bathroom and kitchen daily. All towels should match and be clean and tidy.
- Make sure all beds are made before you leave.
- Leave all blinds and curtains open.
- Vacuum, sweep, and dust.
- Ensure there are no lingering odors — including cleaners and air fresheners.
- Leave the thermostat at a comfortable temperature.
- Leave all dining chairs pushed in, throws and pillows should be straight aesthetically positioned.





The Art of Negotiation

As Buyers begin to take notice of your property, it's important to keep a few things in mind:

DISCLOSE, DISCLOSE, DISCLOSE.

Disclose everything. Share all known defects about your home. Being open and proactive with your prospective buyer might feel awkward at first, but it can save you legal troubles down the road.

RESPECT YOUR PRIORITIES & THEIRS

You have to look out for yourself but it's important to understand that your buyer may be nervous! They are considering their future in your property and may ask a lot of questions to try and avoid as many unknowns as possible.

ASK YOUR OWN QUESTIONS

Question any terminology you don't understand. We are here to represent your best interests, so if you have any questions about your contract, from dollars to verbiage, do not hesitate to ask.

AVOID DELAYED RESPONSES

If you don't reply promptly to requests, offers, or counteroffers, you could risk losing your buyer.

SPLIT COSTS

Don't get hung up about trivial costs and expenses. It's better to compromise and keep moving.

BREATHE

Negotiations are difficult. Don't let a tense situation get the best of you.



03





04

Are They... The One?

When all the puzzle pieces fall into place, accept the offer if it feels right!

Make the deal happen and get ready for the next phase. Here's a snapshot of the next steps in the selling process:

APPRAISAL

Separately from the inspection, the buyer will likely also need an appraisal in order to secure their mortgage. This is for the lender's piece of mind, ensure that we're not listing the home for more than it's actually worth. Whether the result comes in at value or not, we will assist you in making the right moves if action is required. Once the appraisal process is done, the loan conditions deadline moves us one step closer to closing.

ACCEPTANCE

Congratulations! This is the first big step in selling your home. You're doing great! But now we begin the under-contract process. Over the next 30-60 days, you'll see a host of deadlines for things like inspection, appraisal, title deadlines, and more! As your Realtors, we will share a comprehensive check-list with you that outlines all contract deadlines for your viewing and scheduling purposes. This checklist will ensure that we do not miss any deadlines. Missing a deadline could put you at risk of breaching the contract.

INSPECTION

The biggest impact on your sale contract is the inspection. Your Buyer will contact a home inspector to review the condition of your home. It is not required by the state of FL, but the Buyer still has the right to hire one. You will be asked to leave for the agreed upon time for the inspection. The duration depends on the size of your home, but these can typically last for 1 to 4 hours. Following the inspection, you may receive a counter bid on the sale contract if the inspector finds anything that needs to be repaired/replaced. You may choose which issues to address, by either making repairs or offering a reduction to the price at your discretion. Any issues that affect health & safety should be considered priority.



05 Closing Thoughts

It's time to finalize the sale and make it real. Once the buyer receives your title and you receive payment, it will all be official!

YOUR CLOSING CHECKLIST:

- Schedule your utilities to turn off the day after closing.
- Bring your wire instructions to closing.
- Bring your valid, government-issued photo ID.
- Bring any house keys, mailbox keys, garage door openers and any other keys that go with the house.
- Bring your checkbook for any incidentals needed.

THE FINAL CLOSING PROCESS

By reviewing your contract of sale, the escrow officer will be able to determine what fees are owed by whom and prepare your final closing documents. Part of conducting the closing will also involve ensuring all fees are paid, the seller receives the money owed, and that the buyer's title is recorded.

THE COSTS OF CLOSING

Both the Buyer & Seller will incur various fees over the course of the sale. For the Seller, these fees typically include:

- Mortgage discharge or prepayment, if required
- Unpaid taxes, fines, or claims against your property
- Unpaid survey or assessment fees
- Title Insurance
- Home Warranty
- Real Estate Commission
- Lawyer's fees

POST-CLOSE REMINDERS


Keep all your closing documents and all receipts for home improvements for your previous property.

Almost there! This is the final leg of the home selling journey!

We've got this!

-Sam & Kate





Congratulations!

Selling your home is a major undertaking. Great work on completing the sale successfully!

As your Realtors, your best interest is at the heart of what we do. You can trust in us to represent you and guide you through this process so you can have the best possible experience.



NSB REALTY TEAM

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*Accountability, Creativity, Integrity,
Resourceful Experts, Outstanding Experience*

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