

The Selling Guide



Susan Batterton Team

REAL ESTATE

THE SELLING GUIDE

01



Evaluating Your Home

The first step in selling a home is to assess its current condition. Any cosmetic or functional issues should be addressed, as well as any prospective upgrades or changes that could add value to your asset. It's worth noting that some issues may need disclosing to potential buyers. We'll go over the results and choices to make sure your home is in the greatest possible shape to attract purchasers.

02 Choosing An Asking Price

Location, condition, age, supply and demand, as well as local market conditions, are all significant aspects to consider when calculating a competitive list price for your home. Conducting a Comparative Market Analysis (CMA) of similar houses that have recently sold in your neighborhood will also be beneficial. You can also arrange for a professional appraisal of your home ahead of time. Understanding what the market will pay is crucial to a successful sale, and all of these considerations will guide in your decision to set a list price.



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Getting Market Ready

Preparing your property for sale can have a significant impact on the price a buyer is willing to pay. There are three major factors to consider depending on the state of the home: maintenance and repairs, renovations and improvements, and staging. Getting your home ready for the market can entail a variety of jobs, ranging from decluttering and resolving maintenance problems to updating paint colors and taking care of landscaping needs. It may also be beneficial to hire a professional to stage the home. The goal of this process is to have your home ready to make a great first impression and attract the best bids possible.

03



Listing Your Home

When the home is ready to sell, we'll hire a professional photographer to shoot the entire property. Your home will then be listed on the local MLS and published to hundreds of real estate websites, brokerages, and agents in your area. To reach the biggest audience feasible inside the target market, other advertising tactics may be used. Creating a personalized marketing strategy for your home will help you attract the ideal buyer.

04



Home Showings

Home showings will begin once your home has been listed. Holding an open house could also be beneficial. Home showings are typically conducted without the presence of the homeowner, but you will be advised of any appointments in advance, and showings can be booked at certain times to reduce inconvenience. This provides a warm and inviting environment for potential buyers touring the property.

05



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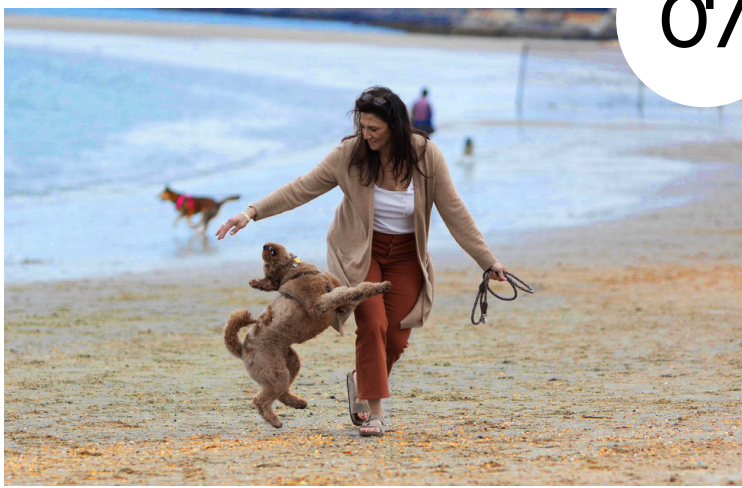
06



Receiving Offers

A buyer will make an offer, or numerous bids, which you can accept, counter, or reject. If you make a counter, we shall enter a period of negotiation until all parties have agreed, or you choose to reject the latest counter. Negotiations might include settling on a sale price, concessions, and financing, among other things.

07



Appraisal & Inspection

After reaching an agreement, the buyer may request a professional inspection and appraisal to assess the home's condition and value. We may start another round of negotiations based on the findings of these reports until all parties reach an agreement. You may choose to make repairs requested by the buyer to optimize other negotiating elements, depending on your negotiation strategy.

08



Closing!

Closing day! The buyer's lender will issue a final approval to close, and you will sign the necessary documents to complete the transaction. This procedure usually takes an hour or two to complete. Your title firm will send the net profits of the transaction to your bank account once all parties have signed the paperwork, and your home will be officially sold!

SELLER'S CHECKLIST

PRIOR TO CLOSING

Call the following service providers one month prior to closing:

Alarm Company

Check to see if buyer wants to continue using an existing contract. Otherwise, discontinue any monitoring service as of your closing date.

Con Edison for Gas and Electricity

Schedule the final gas and electric readings and request a final bill.

Con Edison | 800-752-6633

Oil Company

Arrange to have them measure existing oil in tank and provide you with a receipt showing the number of gallons remaining and cost per gallon. Fax this to your attorney and bring the receipt to closing. You will be credited for the remaining oil at closing.

Telephone, Television, and Internet Access

Call to discontinue or transfer service.

Verizon Fios | 914-890-2550

Cablevision/Optimum Online | 914-777-9000

Direct TV | 888-866-3008

Water Company

Call to arrange a final reading to be done within a week of closing, if possible, and request a final bill. Then go to village hall to pay your bill and bring final paid receipt to closing. Water will not be turned off.

Scarsdale | 914-722-1138

Greenburgh | 914-993-1592

White Plains | 914-422-1207

New Rochelle/Eastchester | 914-632-6900

Notify the Following of your new address one month prior to closing:

School system

Post office

Fill out change of address card

Doctors and dentists

Mailed publications, regular deliveries, vendors, gardeners, cleaning services, exterminator

Walk Through:

Prior to closing, your realtor will arrange a walk-through of the property. As per your contract, the house must be left broom clean. Be sure to remove everything except what is listed as on inclusion in your contract. Don't forget to clean out the attic, basement storage areas, garage, and any shed on the property. Leave behind all warranties, appliance instructions, service information, garage door openers, and security system codes.



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MOVING DAY COUNTDOWN

ONE MONTH BEFORE MOVING

- Call moving company and notify them of the date of your move.
- Make a list of items to be moved and items to be discarded.
- Arrange for a moving firm agent to visit your home to inspect your possessions to give you an estimate. Discuss the following:
 - Insurance coverage
 - Packing and unpacking labor
 - Arrival day at new location
 - Various shipping papers
 - Method and time of payment
 - Notify post office of moving date and new address.
 - Notify creditors, newspapers, insurance companies, lawyers, accountants, and other service providers of your move.
 - Terminate memberships to religious organizations and clubs. Procure letters of introduction to new organizations in your area.
 - Terminate credit accounts at local shops.
 - Notify children's schools and collect transcripts.
 - Obtain birth certificates, baptism records etc. for each child.

TWO WEEKS BEFORE MOVING

- Check with moving company and confirm moving arrangements.
- Transfer fire insurance on household goods or other insurance on personal items so they would be covered at your new home and en route.
- Service automobiles traveling to new home.
- If car or other possessions are leased or financed, get permission to move them.
- Transfer bank accounts and ask for credit references to be forwarded to new bank if required.
- Notify credit card companies, investment accounts, health insurance, and doctors of new address.
- Begin packing items to be moved yourself (i.e. extremely fragile items, silver and valuables)
- Clean rugs or clothing before moving and have them moving-wrapped.
- If traveling by air, confirm travel arrangements.
- Make arrangements for transportation of pets or special care on day of move.

ONE WEEK BEFORE MOVING

- Collect items being cleaned, stored, repaired or loaned out
- Return all borrowed items (library books, etc.)
- Prepare appliances for shipping
- Notify telephone company, arrange for gas, electric, oil, and water meters to be read.
- Arrange for utilities in your new town or transfer accounts to your new address.
- Confirm insurance coverage, labor, arrival day, method, and time of expected payment with moving company.
- Visit safe deposit box to empty and close out.
- Gather appliance warranties, instruction manuals, alarm information, lawn sprinkler information, spare keys, garage door openers and leaver in kitchen drawer for buyers.

TWO DAYS BEFORE MOVING

- Dispose of flammables
- Drain fuel power mowers
- Label paint cans so new owners can touch up.
- Remove curtains, drapes and other fixtures you are taking.
- Arrange for cash to cover tipping.

ONE DAY BEFORE MOVING

- Clean refrigerators and freezers and put baking soda containers inside to dispel odors.
- Check all cabinets, closets, attic, basement, and garage for overlooked items.
- Remove all trash and debris not being moved.
- Mark any fixtures or furniture not being moved.

MOVING DAY

- Carry jewelry and important documents yourself.
- Transport pets yourself.
- Accompany movers through your house to tag furniture and boxes for room location at new location.
- Explain what is or is not being moved.
- Confirm exact destination with moving truck driver.
- Double check all cabinets, closets, attic, basement, and garage for overlooked items.

WHAT TO BRING TO A CLOSING

- Photo ID
- Final paid receipt of water bill
- House Keys



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SELLER'S CLOSING CHECKLIST

CLOSING REMINDERS

- Gas & Electric Services**
Notify Gas Company to transfer name. Get final reading just before (and bring to) closing. The company will send a final bill.
Con Ed: 1.800.752.6633
NYSEG: 1.800.572.1111
- Oil Services**
Notify Oil Company. Get oil tank reading just before (and bring it to) closing. Adjustments are made for oil remaining in the tank.
- Water**
Notify water Department to transfer name. Get final reading just before (and bring it to) closing. Bring paid bill to closing.
Scarsdale - 914.722.1138
Greenburg - 914.993.1592
New Rochelle - 914.632.6900
Eastchester - 914.632.6900
White Plains - 914.422.1207
- Telephone**
Notify Telephone Company at least one month before closing.
- Cable**
Notify date of turn off service.
- Keys**
Bring one complete set to closing. Label all extra keys and leave in a designated place in premises.
- Photo ID**
Bring photo identification (drivers license, passport) to closing.

OTHER ADDRESSES CHANGE & TERMINATION NOTICES

- Burglar Alarm Company**
Notify date to turn off service.
- Service People**
Gardeners, cleaning services, milk delivery, exterminator, and any other vendors.
- Insurance**
Cancel homeowner's policy after closing and arrange for refund of unused premium.
- Broom Clean**
The house should be "broom clean" and empty of all items not specifically purchased or requested by the buyer, (buyers are entitled to inspect premises on the day of closing to assure satisfactory condition before closing.)
- Property Maintenance**
Maintain lawn and grounds until closing.
- Smoke Alarms**
Be sure smoke alarms are in working order.
- Appliances**
Leave instructions, purchase information, warranties and service contracts.
- Electronics**
Leave instructions and signaling devices for garage doors, security alarms etc.

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*I don't measure success
through achievements or awards,
but by your satisfaction.*

