



YOUR GUIDE TO  
**SOLD**

*a collective | home | experience*

**kw** | HOME HUB  
For Sellers

# KG

## THE KLAWE GROUP

CLAUDIA KLAWE & ADAM KLAWE



CLAUDIA KLAWE  
Realtor | Associate Broker

30+ years industry experience  
1000+ Properties sold  
\$750+ Million in total sales volume  
20+ years as Principal Broker



ADAM KLAWE  
Realtor | Associate Broker

Licensed since 2013  
175+ Properties sold  
\$75+ Million in total sales volume  
Salt Lake Board of Realtors Top 500  
Realtors 2020 and 2021



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# HOME SELLER'S *Roadmap*

Your Home Selling success is laid out for you! Your Real Estate Professional will guide you through each step.

1

## FIND AGENT

Find a great agent that you're comfortable working with

2

## PRICING

Work with your realtor to price your home competitively

3

## STAGING

Prepare your home for showings

6

## SHOWINGS

Be as flexible as possible to get the most potential buyers viewing your home

5

## LISTING

Your home is live and viewable by potential buyers

4

## MARKETING

Your realtor will ensure that your home is marketed across multiple platforms

7

## OFFERS

Your realtor will help you consider all offers presented and negotiate fairly

8

## UNDER CONTRACT

The contract becomes binding after you and the buyer agree on the contract terms

9

## FINAL DETAILS

Start packing and be prepared for delays

10

## CLOSING

Attend the closing meeting, transfer keys and celebrate!

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# 10 STEPS TO *selling a home*

- 1 FIND A GREAT AGENT
- 2 ESTABLISH A PRICE
- 3 PREPARE YOUR HOME
- 4 MARKETING
- 5 LISTING
- 6 SHOWINGS
- 7 OFFERS & NEGOTIAIONS
- 8 UNDER CONTRACT
- 9 FINAL DETAILS
- 10 CLOSE!

# 1

# FINDING A GREAT AGENT

A great real estate agent will guide you through the selling of your home - helping you meet your objectives while striving to reach your expectations.



Agents often have access to information about homes going on the market before the public. They can expose your home to the largest potential audience.

## *Get You More Money*

Agents will be able to help you negotiate top dollar for your home.

## *Attention To Detail*

The process of selling a home requires a good deal of paperwork. Your real estate agent will help you fill out all documents and get them submitted properly.

## *Professional Negotiator*

Agents deal with any difficult conversations that need to happen. They will also help you submit a strong offer and negotiate with the buyer on your behalf.

## *Expert Guide*

Realtors are there to help you with any questions you have along the way. They offer an objective opinion and can give you a much needed online presence.

# 2

## ESTABLISH A PRICE

### PRICING YOUR HOME COMPETITIVELY...

The listing price is one of the most important factors in a successful home sale. Many people tend to list too high and they either have to make concessions on the sales price or it takes longer to get offers.

Your real estate agent should be an expert in what homes are selling for in your area. Lean on them to help guide you in setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner.

### WHAT DETERMINES THE PRICE?

Remember that your home is only worth what buyers are willing to pay. Your real estate agent will run a comparative marketing analysis (CMA) and provide you with a list of other houses that have sold recently in your area. This will help you see what homes of comparable size and condition to yours are going for in the current market.

You also have the option of having a home appraisal conducted to give you a better idea of the home's value.



# 3

## PREPARE YOUR HOME

There are many quick and inexpensive things you can do to increase the likeliness of selling.

Do a quick spruce up around the inside and outside of the home. Include things like decluttering, checking for leaky faucets and pulling weeds in the front yard.



When potential buyers are coming through your home, make sure to keep all valuables and personal information out of sight. Also remove any family photos and replace with art. You want the potential buyer to be able to imagine themselves living in the home.

### *Home Staging tips...*

- There are many levels of home staging to choose from based on your budget and the value of staging in your area. Whether you choose to DIY or hire a professional do your best to neutralize and depersonalize as much as possible to appeal to the widest range of potential buyers.
- You can increase your number of showings by allowing agents to use a lockbox instead of setting appointments. If you are setting appointments try to be as flexible as possible.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.

# PREPARING *Checklist*

## EXTERIOR

- Mow lawn
- Trim around walkways, trees and bushes
- Remove weeds from flowerbeds and mulch
- Remove flaking or peeling paint and repaint or stain
- Inspect driveway, sidewalks and foundation for cracks
- Keep the roof and gutters free of debris
- Wash all windows and window wells
- Ensure all lights are working and bright



## INTERIOR

- Repaint in neutral colors that appeal to many styles
- Remove all clutter and personal photos
- Keep pets and their belongings out of sight
- Pair down on toys and keep them organized
- Create a warm, inviting space in each room



# 4

# MARKETING



Once your home is ready to sell, the goal is to get it in front of as many buyers as possible. The best marketed homes have beautiful photos and compelling listing descriptions that draw in potential buyers.

## *Marketing Tips*

- Advertise across multiple channels
- Craft an enticing listing description
- Make a daily to-do list to keep things tidy
- Store all children and pet toys out of sight
- Try to be as flexible as possible
- Find a place for your pets during showings
- Don't miss an opportunity for your home to be seen.

# 5

# LISTING

Your home is officially on the market - congratulations!

Your real estate agent will now use their connections to get the word out about your home to other agents and potential buyers.

A sign will be put in your front yard and all the marketing tools you discussed will be implemented.



Your online presence is one of the most important to a prospective buyer. Many people start their search here.

Having professional, well-lit photos will give you the upper edge of attracting your ideal buyer.

# 6

# SHOWINGS



The most important thing to keep in mind while showing your home is flexibility.

Your real estate agent will set up private showings as well as an Open House to get as many potential buyers in your home as possible. Keep a daily to-do list so you're ready to leave at a moment's notice.

Make sure to find a place for your pets during showings. You want the potential buyer to be able to envision themselves living here and that can be difficult with a barking dog in the background.

# SHOWING *Checklist*

## *...if you have ten minutes*

- Make all beds
- Put all clutter in a laundry basket, then take with you in the car
- Empty all garbage cans and take out trash
- Wipe down all countertops and put all dishes in dishwasher
- Put out your nice towels
- Pick up all toys and personal items
- Turn on all lights

## *...if you have an hour*

- Do everything on the ten minute list above
- Vacuum all carpet and rugs
- Sweep all hard surface floors, mop if you have time
- Wipe down major appliances
- Wipe down all glass and mirrored surfaces
- Put away all laundry
- Quickly dust highly visible surfaces
- Sweep all hard surface floors, mop if you have time
- Set out an air freshener or freshly baked cookies



# 7

## OFFERS & NEGOTIATIONS



Depending on your market you may receive multiple offers if your home is priced right. Your real estate agent will be your best advocate at this point. They will help you review each offer and decide which is best for you.

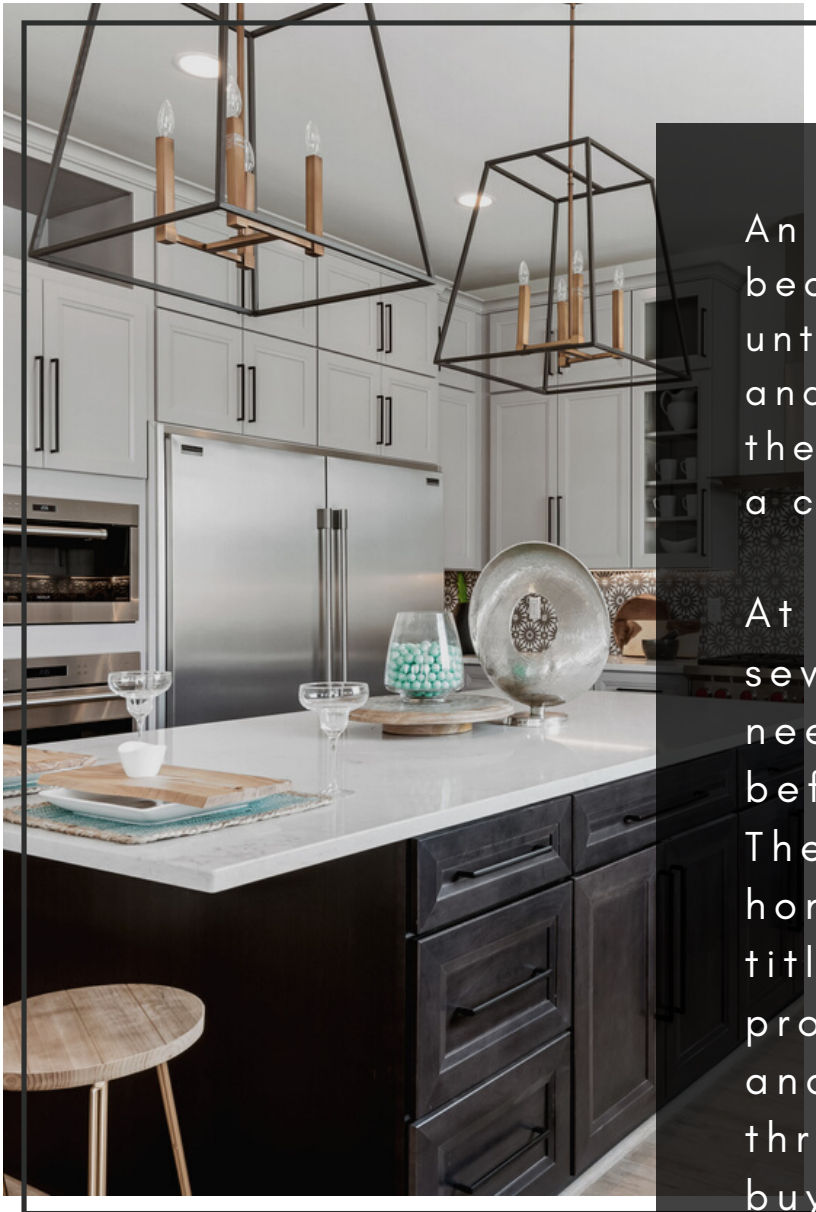
Be sure to disclose any current issues you know of with the home. You don't want any legal issues creeping up later.

Be prepared to negotiate. When you receive an offer you have a few choices. You can accept the offer as it is, make a counter-offer or reject the offer altogether.

It can sometimes take a couple of counter-offers back and forth before an agreement is made on both sides.

# 8

## UNDER CONTRACT



An offer doesn't become binding until both the buyer and seller agree to the terms and sign a contract.

At this point, several things still need to occur before closing. These include... home inspection, title search, property survey and a final walk-through by the buyer within 24 hours of the closing.

# 9

## FINAL DETAILS



This is a great time to get started packing. Make sure to keep current on insurances. Also be prepared as delays can happen.

# 10

## CLOSING

Closing is the final step in your home selling process.

During the closing, the deed is delivered to the buyer, the title is transferred, financing documents and title insurance policies are exchanged, and the agreed-on costs are paid.

Some of the final documents are signed. Keep in mind what you may be required to pay at closing including agent commissions, loan fees, title insurance charges and recording filing fees.

Congratulations on selling your home!

# REAL ESTATE *terms*

## PRE-APPROVAL

A pre-approval is a preliminary evaluation conducted by the lender to show that the buyer has the funds to purchase up to a certain amount. This is extremely helpful when you find a home you're ready to put an offer on.

## OFFER

An agreement between a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as a sales contract.

## CONTINGENCY

When an offer is accepted by the seller, but there are certain conditions that must be met before the sale is final.

## CLOSING COST

The fees that are paid at the end of the purchase by either the buyer, seller or both. These include taxes, insurance and lender expenses.

## EARNEST MONEY

Also known as "good faith" money, this is money put up by the buyer into a trust or escrow account. This action shows the buyer is serious about purchasing the home.



# REAL ESTATE *terms*

## TITLE SEARCH

A title search proves that the property is, in fact, owned by the seller. You can also purchase title insurance to make that no issues that arise later.

## APPRAISAL

The appraisal is the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

## HOME INSPECTION

An inspection is a professional examination of the property's condition. Your agent can recommend a qualified home inspector for you.

## DISCLOSURES

All seller's are required to fill out a property disclosure stating what they know about the property - good or bad.

## CLOSING

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys. This process typically takes an hour.

# OUR NUMBERS



**\$470 MILLION  
LISTING VOLUME IN 2021**

**\$1 BILLION  
VOLUME SOLD IN 2021**

**9.6% MARKET SHARE  
MORE THAN ANY OTHER  
BRAND IN UTAH**

TOP 25 KW OFFICES  
T H E  
**REALTRENDS**  
F I V E H U N D R E D  
2021



**BEST OF STATE-  
UTAH  
KELLER WILLIAMS**

2018 | 2019 | 2020 | 2022

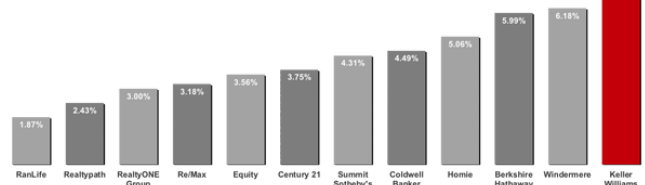
**KW COMPARED TO  
ENTIRE LOCAL MARKET**

**AVERAGE DAYS ON  
MARKET IS 2 DAYS LESS**

**AVERAGE SOLD PRICE IS  
26K HIGHER**

**MORE TOP 500 REALTORS®**

**THAN ANY OTHER BRAND  
IN UTAH**



# VIP SELLER

# *checklist*

DATE: \_\_\_\_\_ PURCHASE DATE: \_\_\_\_\_

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

BEDROOMS: \_\_\_\_\_ BATHROOMS: \_\_\_\_\_ SQUARE FOOT: \_\_\_\_\_

ACRES: \_\_\_\_\_ CONDITION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_ 7. \_\_\_\_\_

5. \_\_\_\_\_ 8. \_\_\_\_\_

6. \_\_\_\_\_ 9. \_\_\_\_\_

10. \_\_\_\_\_

## *top 10*

WANTS & NEEDS

ADDITIONAL COMMENTS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# VIP SELLER

# *checklist*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

7. \_\_\_\_\_

5. \_\_\_\_\_

8. \_\_\_\_\_

6. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

## *top 10*

AGENT EXPECTATIONS



## *contact*

BEST TIME OF DAY: \_\_\_\_\_

METHOD OF CONTACT: \_\_\_\_\_

IDEAL SHOWING TIMES & NOTICE: \_\_\_\_\_

\_\_\_\_\_

ADDITIONAL COMMENTS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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THE  
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**kw** UTAH REALTORS  
KELLERWILLIAMS.