

THE ULTIMATE ROADMAP TO SELLING YOUR HOME



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SELLER GUIDE




COLLIER
&
ASSOCIATES

Jill Bell

• HELLO!

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CANVA STORIES

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You're ready to sell your property, and while it's exciting to think of a SOLD sign in the front yard, there's a lot to consider along the way. One of the first decisions is to select a real estate agent to represent you throughout the process.

You deserve the very best: a real estate professional who understands the strategy behind effective marketing to sell your home while protecting your interests at all times. I will be at your side from pre-listing to closing, ensuring that your property sells smoothly while netting you the most money possible.

How do I do it? I take time to listen; understand your priorities and

challenges; and answer any questions you may have along the way.

I've chosen this career because I love helping others. My local expertise means I'll be able to interpret all relevant market data to determine the optimum pricing strategy for your home. I dig deep to learn the unique selling points of your property and neighborhood, meaning I'm able to effectively communicate your home's points of distinction in my customized marketing plan.

I appreciate your time and look forward to earning your business.

Sincerely,

THE STEPS

Let's take a closer look at the steps to selling your home.

**START
HERE**



STEP ONE GET IT READY

Make repairs, thoroughly clean, and stage your home so it shows well.



STEP TWO SET THE PRICE

We will review comparables together to arrive at a price you like.



STEP THREE PHOTOGRAPHY

Excellent photos with lots of light are crucial.



STEP FOUR IMPLEMENT THE PLAN

Learn how hard I will work for you on the following page.



STEP FIVE SHOWINGS

Keep your home tidy & approve showing requests until the house is under contract.



STEP SIX EVALUATE OFFERS

I will compare offers for you and negotiate on your behalf to get the best deal possible.



STEP SEVEN INSPECTION

Once we are under contract the buyer will have an inspection done. They may ask for repairs or terminate at this point.



STEP EIGHT APPRAISAL

The buyer's lender requires an appraisal because they will only lend the appraised value (not sales price). If the house doesn't appraise we will renegotiate the price.



STEP NINE CLOSING

The buyer will complete a final walk through, we'll close and hand over the keys before we collect the proceeds!

SOLD!

Jill Bell

THE PLAN

What I'll do for you



Pull comparables to help determine a price



Start sharing listing within the Realtor network



Stage and advise of any repairs your home might need



Take Photos of Property



List home on MLS & other real estate websites



Promote your home online and in print



Facilitate showing appointments



Provide info & answer agent questions



Follow up with agents who have shown your home



Keep you up-to-date with feedback



Negotiate the best price and terms on your behalf



Coordinate all aspects through closing.

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THE CHECKLIST

to get top dollar for your home



GENERAL MAINTENANCE

- ☐ Repair any broken items
- ☐ Replace light bulbs if necessary
- ☐ Touch up paint if needed
- ☐ Repair any plumbing leaks
- ☐ Ensure doors/locks work well
- ☐ Find an extra key for the lockbox
- ☐ Power wash if necessary



CLEANING

- ☐ Have carpets cleaned
- ☐ Thoroughly clean all bathrooms
- ☐ Thoroughly clean kitchen
- ☐ Vacuum/mop/dust
- ☐ Clean ceiling fans & light fixtures



SHOWING READY

- ☐ Clean and tidy porch & entry
- ☐ Make beds
- ☐ Tidy up the bathrooms
- ☐ Tidy up the kitchen



CURB APPEAL 101

- ☐ Mow lawn
- ☐ Trim shrubs
- ☐ Add fresh mulch
- ☐ Weed and edge
- ☐ Clear walk and driveway of leaves
- ☐ Clean and repair gutters
- ☐ Touch up paint if needed



THAT EXTRA TOUCH

- ☐ Be absent during showings
- ☐ Turn on all lights
- ☐ Open blinds/drapes
- ☐ Play quiet background music
- ☐ Take pets & pet supplies with you
- ☐ Make sure the house smells good



GET ORGANIZED

- ☐ Clear stairs and halls
- ☐ Store excess furniture & items
- ☐ Declutter
- ☐ Remove photos & valuable items

PRE-SHOWING QUICK CHECKLIST

What to do right before a showing

- ☐ Remove garbage from home
- ☐ Remove any clutter or pet items
- ☐ Put dirty dishes into the dishwasher
- ☐ Clear and wipe down all counter tops
- ☐ Make beds and fluff pillows
- ☐ Do a quick vacuum if necessary
- ☐ Put down toilet seats
- ☐ Swap out bathroom towels
- ☐ Open window shades
- ☐ Turn all lights on
- ☐ Turn some music on
- ☐ Take your pet with you



READY TO LIST YOUR HOME?

Call, text, or email me to start the process.



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THE FEEDBACK

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