

---

*Essential Guide for Selling Your Property*

---

# SELLER'S GUIDE



WORTHINGTON  
REALTY



*"Seeking the best for our clients"*

”

HOME...  
IS WHERE  
YOUR STORY  
BEGINS

*Miriam Pierce*

About Me



Teresa Butler  
REAL ESTATE AGENT

Hi there!

Selling a home is a monumental undertaking, holding great importance as one of the most significant decisions in your life. Your home likely stands as your most valuable possession, underscoring the gravity of the choices ahead. Recognizing the weight of these decisions, I am committed to being your trusted guide throughout this process, providing the expertise and support you rightly deserve.

As your chosen real estate professional, I embrace the opportunity to assist you wholeheartedly. My dedication is unwavering, and I will tirelessly work to help you achieve your real estate objectives. If you have any queries or need further information at any point, please don't hesitate to reach out to me. Your satisfaction is my utmost priority, and I'm here for you whenever you need assistance.

 Teresa@TeresaButler.com

 614-565-8161

 <http://TeresaButler.com>

 PO Box 111, Worthington, OH 43085

# customer Experiences



*Teresa Butler*

REALTOR®

Worthington  
Realty

[TeresaButler.com](http://TeresaButler.com)

Teresa@TeresaButler.com

614-565-8161



@ TeresaButler21



@ teresa\_butler\_real\_  
estate



@ Teresa\_\_Butler



@ TeresaButlerRealEstate



@ teresabutler21

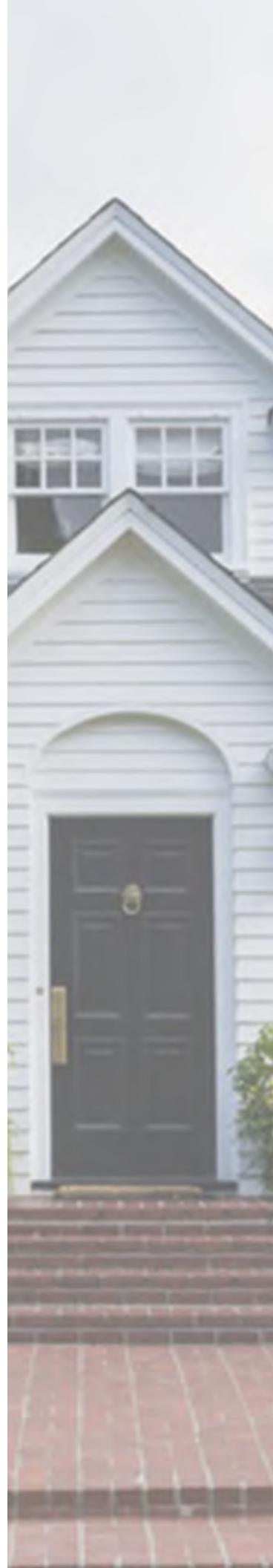


@ teresasellshomes



My clients consistently rank among the most satisfied in the world. They adore several aspects of my service that set me apart. Firstly, I ensure they stay well-informed throughout the entire process, guiding them seamlessly through each step. Additionally, I prioritize active listening, valuing their input and opinions. As a solo practitioner, I dedicate undivided attention to each client, facilitating direct communication and easy accessibility.

In my role as your Realtor, I am driven by an unwavering commitment to promoting your best interests. My passion for art, as an award-winning artist, finds expression in my business endeavors. I leverage my artistic talents to present your home with captivating photography and compelling marketing materials, spotlighting its unique character and distinctive presence.





# MY BACKGROUND

Licensed since 1983

Earned the prestigious GRI (Graduate, Realtor Institute) designation

Earned PSA (Pricing Strategy Analyst) designation

Earned e-Pro designation

Earned C2EX designation (Commitment to Excellence)

Past president of the Gahanna Area Realty Association

Member of the National Association of Realtors

Member of the Ohio Realtors

Member of the Columbus Realtors

Member of the Independent Brokers Association of Columbus

Studied at Columbus State majoring in Real Estate Marketing / Management

# MISSION STATEMENT



## Teresa Butler

REAL ESTATE AGENT

At the core of my mission lies the dedication to enhance your life, foster financial growth, and facilitate the creation of your ideal home and lifestyle through real estate ownership. Building strong foundations based on honesty, respect, and exceptional service, I aim to forge enduring relationships that extend beyond mere transactions.

My unwavering commitment is directed toward assisting you in achieving your real estate aspirations. Leveraging my expertise, deep market knowledge, and innovative approach, I strive to provide unparalleled guidance throughout the process of buying and selling real estate. Together, we'll navigate the ever-changing landscape of real estate, ensuring your goals are not just met but exceeded.



One fact about selling a house is that the condition and appearance of the property can have a significant impact on its sale price and the amount of time it spends on the market. Homes that are well-maintained, clean, and staged tend to sell for more money and in a shorter amount of time than homes that are in poor condition or cluttered.



# TERMS TO KNOW

## LISTING AGREEMENT

A contract between the seller and the real estate agent, which outlines the terms and conditions of the agent's services to sell the property.

## EQUITY

The difference between the current market value of the property and the outstanding mortgage balance.

## APPRAISAL

An estimate of the value of the property performed by a licensed appraiser to determine its fair market value.

## HOME INSPECTION

A detailed examination of the property by a licensed home inspector to identify any potential issues that could affect the sale or value of the property.

## CONTINGENCY

A condition that must be met in order for the sale to proceed, such as the buyer obtaining financing or the completion of a satisfactory home inspection.

## OFFER

A proposal to buy a property, including the price and terms of the sale.

## CLOSING COSTS

Fees associated with the sale of the property, including title search, transfer taxes, attorney fees, and other expenses.

## DISCLOSURE

The seller's obligation to disclose any known defects or issues with the property that could affect its value or safety.

## TITLE

The legal right to own and sell the property, which is conveyed to the buyer at closing.

## DEED

The legal document that transfers ownership of the property from the seller to the buyer.

## UNDER CONTRACT

A stage in the sale process where the seller has accepted an offer, but the sale has not yet been finalized.

## CLOSING

The final step in a real estate transaction where the buyer pays for the property and the seller transfers ownership.

Prepare  
To Sell

# HOME SELLING PROCESS

1

## FIND A REAL ESTATE AGENT

Look for a professional agent who knows your area well and has experience selling homes similar to yours.

2

## SET A PRICE

Work with your agent to set determine a price that's in line with the market value of your home.

3

## STAGE YOUR HOME

Clean and declutter your home to make it more appealing to potential buyers. You may also want to make minor repairs and consider hiring a professional stager to help you optimize your space.

4

## MARKET YOUR HOME

Your agent will also promote your home through advertising and networking.

5

## LIST YOUR HOME

Once your home is ready to go, your real estate agent will list it on multiple websites and market it to potential buyers in your area.

6

## SCHEDULE SHOWINGS

Keep your calendar open to accommodate potential buyers and make your home available for viewings. Be sure to keep it clean and presentable for each showing.

7

## REVIEW OFFERS

As offers come in, work with your agent to review them and negotiate terms that are favorable to you.

8

## SIGN A CONTRACT

Once you've accepted an offer, a legal contract is created between you and the buyer. At this point, the buyer will have a certain period of time to complete inspections and secure financing.

9

## FINALIZE DETAILS

As the closing date approaches, you'll need to prepare to move out and finalize any remaining paperwork. Your agent can guide you through this process and answer any questions you may have.

10

## CLOSE THE SALE

Congratulations! You've sold your home. On the closing date, the buyer will provide payment, and you'll transfer ownership of the property to them.

# 01

## FIND A REAL ESTATE AGENT

Choosing a real estate agent whom you trust and feel comfortable with can be as challenging as finding your dream home. Given the significant investment involved, it's crucial to work with an agent who is as committed to the sale as you are.

With my experience, you can feel confident that you're in good hands.

### MY EXPERTISE

I possess industry knowledge that goes beyond what's available to the general public. This specialized knowledge can help you determine the ideal selling price and timing for your property, based on market trends and other factors.

### NEGOTIATING SKILLS

With my experience and expertise, I can help you negotiate the best possible price for your home. I know how to navigate complex negotiations to ensure that you get the best value for your investment.

### PROFESSIONAL STANDARDS

I am held to the highest standards of professionalism. I undergo regular training and compliance checks to stay up-to-date on changes in legal and administrative procedures. This ensures that you receive reliable and accurate guidance throughout the sales process.

### CUSTOMER SERVICE

I believe that customer service is key. I am committed to providing exceptional service and answering any questions or concerns you may have. I treat my clients with the same level of respect and care that I would want for myself.

# First, Let's Walk Through

YOUR HOME TOGETHER

## We will Discuss Recommendation

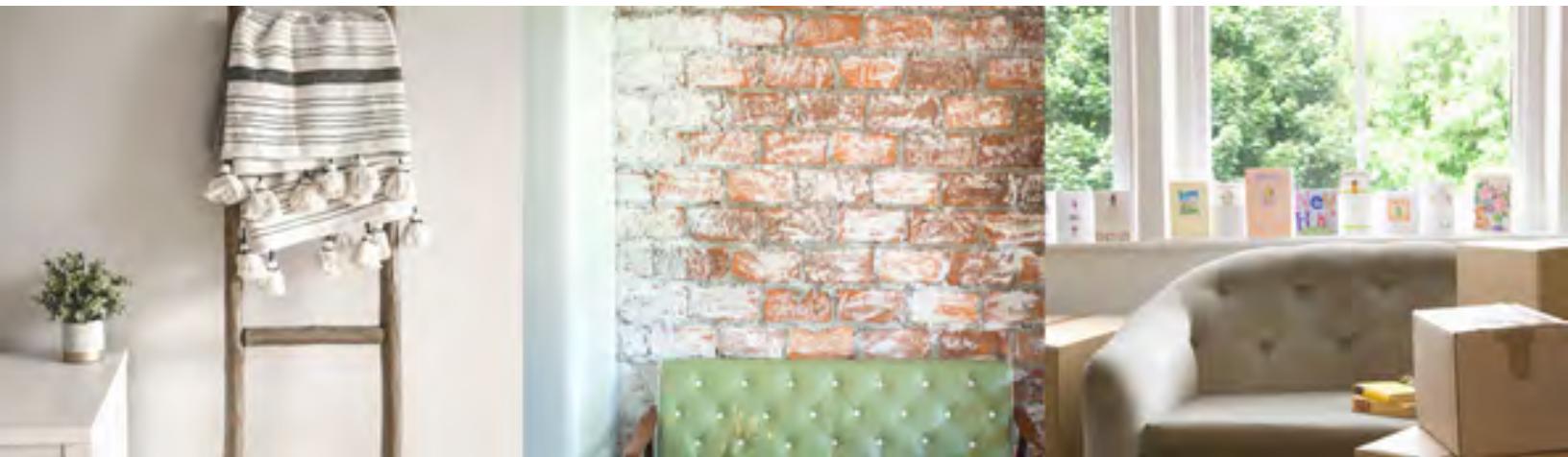
---

This step is crucial - it's where we'll discuss recommended actions like staging or de-cluttering and where we'll talk openly about your home's best features as well as any drawbacks we see.

## And get Your Insights

---

It's here you'll provide valuable insight about what drew you to the home in the first place, which will help me market the home most effectively.



# 02

## SET A PRICE

### PRICING

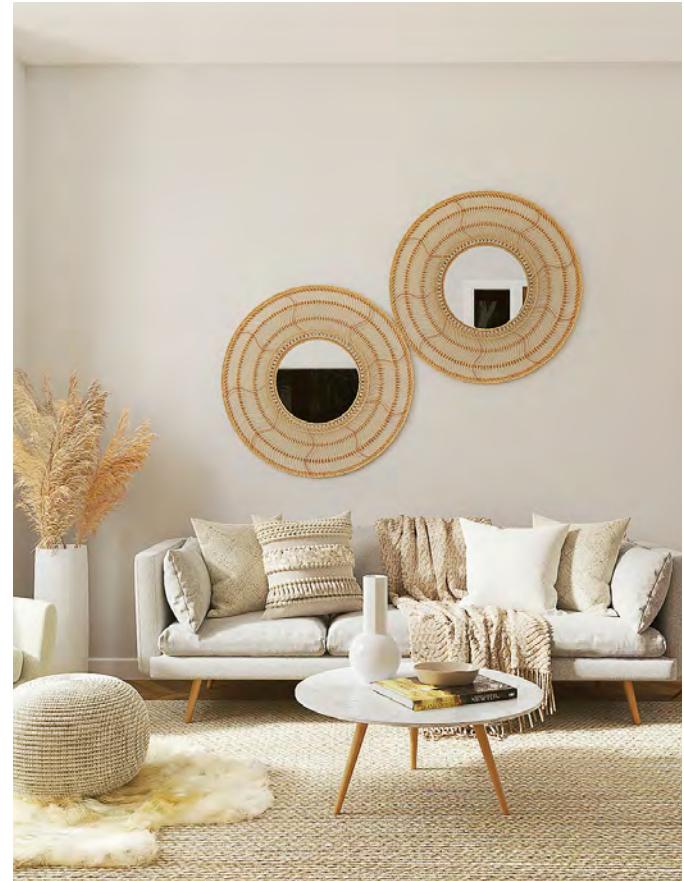
Pricing your home correctly is a critical component of the home selling process. If you list your property too high, you risk deterring potential buyers and prolonging the selling process. Conversely, pricing too low could result in leaving money on the table and not maximizing your return on investment.

### HOW WE HELP YOU SET THE RIGHT LISTING PRICE

I utilize my expertise in the local real estate market to help you set a reasonable and competitive listing price.

I will conduct a comprehensive analysis of your property, taking into account factors such as location, condition, and market trends, to ensure that your home is priced appropriately.

With my guidance, you can feel confident that you are setting the optimal price to attract potential buyers and secure the best possible outcome for your sale.



# 03

## STAGE YOUR HOME



Home staging makes a property look its best, emphasizing its best features, creating warmth and comfort, and making it look inviting and spacious. Staged homes photograph better, stand out more in listings and showings, leading to quicker sales and potentially higher selling prices. It creates a more attractive environment for potential buyers, increasing the likelihood of a successful sale.



### HOME STAGING TIPS

- Style your home to allow potential buyers to envision themselves living there
- Declutter and depersonalize your home to create a neutral space
- Consider hiring a professional home staging company
- Invest in high-quality, professional photography for your listing
- Take the time to present your home in the best possible light to sell more quickly and for a higher price.



## STAGING & PHOTOGRAPHY

Optimize your home's potential through recommending STAGING changes proven to provide greater financial returns and a quicker sale.

Position your home to show off its best qualities through PROFESSIONAL PHOTOGRAPHS and compelling descriptions utilized in collateral materials given to agents and buyers



### COLLATERAL

Your home will be exposed to a wide audience with open houses, neighborhood door-knocking, yard signs, flyers, and brochures that utilize modern design and your home's professional photography



### COMMUNICATION

We follow-up and communicate often, encouraging feedback from potential buyers we have been shown your home, and open house visitors. Communication is the key.

# HOW TO STAGE YOUR HOME

## DECLUTTER AND DEPERSONALIZE

Clear out any unnecessary items or personal belongings to make the space look larger and more appealing to potential buyers.

## CLEAN AND REPAIR

Clean your home thoroughly and fix any visible damages, such as chipped paint or broken fixtures, to make the space appear well-maintained.

## ENHANCE CURB APPEAL

First impressions are everything, so make sure the exterior of your home is tidy and inviting. Consider adding some potted plants, a fresh coat of paint, or new front door hardware.

## REARRANGE FURNITURE

Create a functional flow by rearranging furniture and removing any oversized pieces that make rooms look cluttered.

## USE NEUTRAL COLORS

Neutral colors create a blank canvas that allows buyers to envision themselves in the space. Consider painting walls or swapping out bold accessories for more muted tones.

## LET IN NATURAL LIGHT

Open curtains and blinds to let in as much natural light as possible. This will make rooms feel brighter and more spacious.

## STAGE EACH ROOM

Each room should have a clear purpose and be staged accordingly. For example, a spare bedroom can be staged as a home office or workout space.

## ADD FINISHING TOUCHES

Small details can make a big impact. Consider adding fresh flowers, a decorative throw pillow, or a scented candle to create a warm and welcoming atmosphere.



# PHOTOGRAPHY

TRUST THE MOST IMPORTANT PART OF YOUR MARKETING TO TERESA

I bring a lifetime of artistic abilities to my photography to show your home at its best. I will also take my famous Twilight Photos to showcase your home in a glamorous fashion.

The most important part of your marketing - professional photos - are available when you list with me.. Present your home at its best, attract more buyers and sell your home more quickly.



OVER 95% OF HOME BUYERS START THEIR SEARCH ONLINE, SO PROFESSIONAL PHOTOGRAPHY IS IMPERATIVE TO SELLING A HOME!



Clairie  
Elton

# UNLEASH THE POWER OF STRONG PHOTOGRAPHY

A PICTURE SPEAKS A THOUSAND WORDS . . .

. . . AND IT IS NEVER TRUER THAN WITH REAL ESTATE PHOTOGRAPHY.  
FROM WEBSITES TO BROCHURES, POSTCARDS, AND ADS, YOUR PROPERTY  
PHOTOS SPEAK VOLUMES ABOUT YOUR HOME.

AI will create a look that showcases your home at its highest potential to ensure that these spaces look as beautiful online and in print, as they do in real life.

These images are the first impression you make on potential buyers, and high-quality images give you a professional look and competitive edge.

# VIDEO PHOTOGRAPHY



Buyers love video and I will be sure to showcase your home using video and panoramic photography. Buyers will be able to "tour" your home from wherever they are. This can motivate them to view your home in person more quickly.



# PHOTO PREP CHECKLIST

- Clean the entire house
- Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area



Find  
a  
Buyer

# 04

## MARKET YOUR HOME



Marketing your home is about highlighting its best features and making it stand out to potential buyers. By taking the time to create a compelling listing and using social media and other marketing tools, you can increase the chances of selling your home quickly and at a good price.

### MARKETING TIPS

- Highlight your home's best features: Make a list of the unique features and benefits of your home, and use them in the marketing materials.
- Write a compelling description: Your listing description should be engaging and descriptive. Use descriptive language and paint a picture of what it would be like to live in your home.



# Placement on the MLS

Once your home is listed on the Multiple Listing Service, the details, specs, and photos are disseminated nationally. This is paramount when it comes to selling property - as it will be exposed to over thousands of web, video, social media and mobile sites.

Real estate agents throughout your area are notified directly through the MLS about your listing and can now begin bringing prospects to view your property.

# ONLINE PLATFORM MANAGEMENT

Your home will be listed on multiple platforms:

- Pinterest
- Instagram
- Facebook
- Tumblr
- Realtor.com
- Zillow.com
- Targeted Online Campaign
- Targeted Email Campaign
- Google
- Social Media Post
- Homefinder
- Homes.com
- Pro HomeSnap



# Social Media Marketing

Utilizing popular social media networks, such as Facebook, Instagram, & Twitter is another way I will market your property.

Social sharing is a powerful real estate tool that makes it possible to quickly find listings and local information passed along by friends and acquaintances.

I will use social media to your advantage. I will actively market your property through the online relationships I've established.



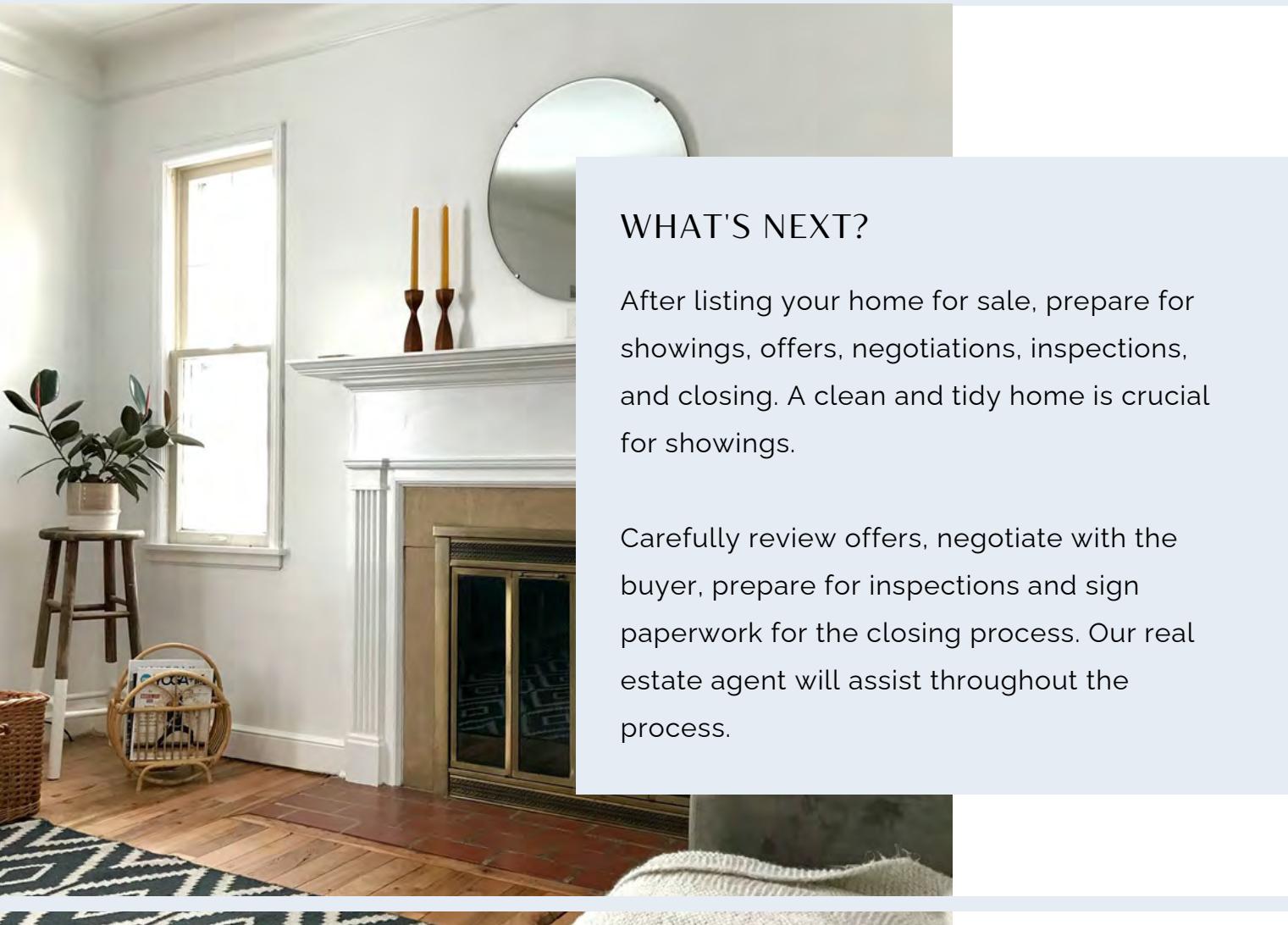
# 05

## LIST YOUR HOME

### CONGRATULATIONS ON LISTING YOUR HOME FOR SALE!

Our real estate agents will utilize their network to increase visibility and reach the appropriate audience.

Additionally, we can provide a front yard sign to inform passersby of your intention to sell.



### WHAT'S NEXT?

After listing your home for sale, prepare for showings, offers, negotiations, inspections, and closing. A clean and tidy home is crucial for showings.

Carefully review offers, negotiate with the buyer, prepare for inspections and sign paperwork for the closing process. Our real estate agent will assist throughout the process.

# 06

## SCHEDULE SHOWINGS

Potential buyers will want to see your home, so it's important to prepare for showings. Creating a positive and welcoming atmosphere is key to a successful home showing.

By taking the time to prepare your home and make it look its best, you can increase your chances of making a good impression and finding the right buyer for your home.

You should also be prepared to be flexible with your schedule to accommodate showings.



### FIRST IMPRESSIONS

The first impression is crucial. Make sure the exterior of your home looks inviting and well-maintained. This includes trimming the lawn, removing any clutter, and making sure the front door looks clean and welcoming.

### CLEANLINESS

A clean home is essential. Make sure your home is spotless, from the floors to the bathrooms. Clean up any clutter or personal items to make your home look more spacious.

### PETS

To ensure that potential buyers feel at ease during showings, it's a good idea to have your pets stay with a friend or family member, or take them for a walk during the showing. This will help create a welcoming environment and make it easier for buyers to focus on the features of your home.

# Showings

For the first few weeks/ weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

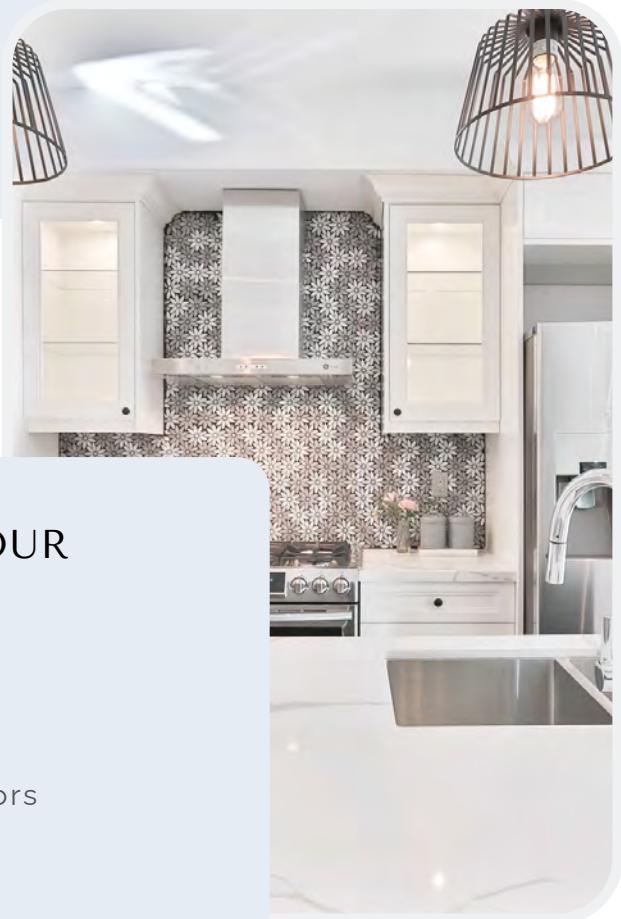
You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.



# SHOWING *Checklist*

## IF YOU ONLY HAVE FIFTEEN MINUTES

- Make the beds and fluff pillows
- Throw away any garbage
- Empty out garbage cans and take out the trash
- Clean the countertops and put away dishes
- Declutter the home, remove any toys
- Turn on all indoor and outdoor lights



## IF YOU HAVE MORE THAN AN HOUR

- Complete the above list (15 minute list)
- Vacuum, sweep and mop the floors
- Wipe all major appliances, glass, and mirrors
- Fold or hang up visible clothing nicely
- Dust any visible or reachable areas

# PREPARING YOUR HOME FOR SHOWINGS

## CHECKLIST

- Clean and declutter all rooms
- Vacuum carpets and mop hard floors
- Dust furniture and surfaces
- Make beds and fluff pillows
- Clean bathrooms and replace towels
- Make sure all light fixtures are working and replace any burnt-out bulbs
- Open curtains and blinds to let in natural light
- Set the thermostat to a comfortable temperature
- Remove any valuables or personal items
- Hide pet items and make arrangements for pets
- Put away any excess furniture or decor to create a more spacious feel
- Make sure the exterior of the house is clean and well-maintained



Final  
steps

# 07

## REVIEW OFFERS

### OFFERS

Once potential buyers start showing interest in your home, you may start receiving offers. It's important to carefully review each offer and consider factors such as the buyer's financing, contingencies, and proposed closing date.

### NEGOTIATIONS

It's common for buyers to negotiate on price or other terms of the sale. Our real estate agent can help you navigate these negotiations and ensure that you're getting the best possible deal.

### INSPECTIONS

After accepting an offer, the buyer will typically schedule a home inspection. It's important to prepare for the inspection by ensuring that your home is in good condition and addressing any potential issues.

# 08

## SIGN A CONTRACT

### UNDER CONTRACT

Being "under contract" means that you have accepted an offer from a buyer and have entered into a legally binding agreement to sell your property. During this time, the buyer completes inspections and secures financing. You're responsible for maintaining the property and resolving any issues. Once all contingencies are met, you move to the closing phase and transfer ownership to the buyer.



# Under Contract



The offer will officially become binding once the buyer and the seller both agree to the terms in the contract (which includes the price).

Some things that need to occur before the closing process can commence:

1. Home inspection
2. Title search
3. Final walkthrough with the buyer

# 09

## FINALIZE DETAILS



- During this step, the seller and buyer will work together to complete any remaining paperwork and ensure that all contingencies are met.
- This may include finalizing the purchase agreement, completing a final walk-through of the property, and making any necessary repairs or adjustments.
- It's important for both parties to communicate openly and work together to resolve any outstanding issues before moving on to the next step.

# 10

## CLOSE THE SALE

### CLOSING - THE FINAL STEP

- You'll work with your real estate agent and the buyer's agent to complete necessary paperwork and resolve any outstanding issues.
- This may include completing repairs or upgrades that were agreed upon during negotiations.
- Once everything is in order, you'll meet with the buyer to sign paperwork and transfer ownership of the property.
- The buyer will typically bring a cashier's check for the purchase price, and you'll receive payment for the sale at this time.



# NOTES

# The Road to *Home*



*Teresa Butler*

REALTOR®



[HTTP://TERESABUTLER.COM](http://TERESABUTLER.COM)



TERESA@TERESABUTLER.COM



614-565-8161

*Find your Dream  
Home today*

LET'S WORK TOGETHER!

Buying or selling a home can be a stressful process if you don't have the right real estate agent. With 40 years of experience, you can rely on me to get you the best possible result.

WORTHINGTON  
REALTY



*"Seeking the best for our clients"*