



RiseGroup

REAL ESTATE

RESOURCE GUIDE

Helping You Navigate
the Selling Process

A Team You Can Trust

1 Experience

Rise Group has a combined 18+ years of experience selling Real Estate and is committed to building a team of experienced agents known for their unparalleled market knowledge, commitment to excellence, and dedication to customer service. By choosing to work with Rise Group, you can be assured you are receiving the best service possible.

2 Marketing

As a modern brokerage, we deeply understand the importance of consistent, quality marketing. You can be assured that you will be provided with exceptional marketing materials and that your home will receive the maximum exposure possible through strategic online efforts.

3 Expertise

At Rise Group, education is part of the culture. Our agents are consistently educated about new market trends and strategies to ensure they are always ahead of the curve and able to provide the best possible representation for you.

4 Local knowledge

You can rest assured that our agents will combine their unmatched customer service with their in-depth knowledge of the local market and its intricacies.

5 Full Service

We know that every seller has options when it comes to choosing a brokerage. That's why we provide end-to-end services to ensure your home sells quickly and with ease. Our marketing, transaction management, and customer care teams combine to provide an efficient and best-in-class experience for all our clients.

6 Buyers & Sellers

We work with clients on both buying & selling properties. Understanding the nuances from all directions allows us to guide you and give you insight from both ends of the spectrum.

7 Trust

Rise Group was founded on its commitment to excellence. We pride ourselves on providing the highest quality customer service and always operate with integrity, transparency, and professionalism.

8 Adventure

You can rest assured that our agents will combine their unmatched customer service with their in-depth knowledge of the local market to provide you with the best experience possible.

Setting the Standard

Something you may not know is that Rise Group Real Estate takes its standard of service to clients very seriously. As members of the National Association of REALTORS®, we agree to abide by a strict code of ethics that is based in professionalism and consumer protection.

To further reinforce our commitment to our clients, Rise Group Real Estate has built upon the REALTOR® code of ethics by establishing what we call our Rise Group Standards of Practice outlining how we believe our clients deserve to be treated.

Rise Group Real Estate Expectations

- Always put the clients' interests first.
- Be up-to-date on the latest real state laws and local issues.
- Do not discriminate against any party based on race, religion, sex, or other legally protected classes.
- Treat you and everyone involved in your transaction with the greatest respect.
- Follow all MLS rules as well as the NAR code of ethics.
- Keep you informed promptly and regularly.

In short, our Standards of Practice ensure that the Rise Group Real Estate team hold themselves to an even higher level of competence and accountability. We hope this translates into a more satisfying real estate experience and peace-of-mind for our clients, knowing that doing right by them is our highest priority. If you would like a copy of our Standards of Practice, I would be happy to provide one to you.



4 Factors that Affect Saleability of Your Home



1 Market Conditions

The real estate market is always fluctuating. With this in mind, it's important to address the pros and cons of listing in light of varied market conditions.

2 Price

Pricing your home for the current market is essential.

Factors that determine a property's value include location, design, amenities, competing properties, economic conditions.

Factors that have little or no influence include price the seller originally paid, and the amount spent on improvements

3 Property Condition

The condition of your property will have perhaps the greatest impact on the selling price and time on the market. Whether a property requires repairs, upgrades or just a professional staging, we will be there to assist at every step of the process.

4 Market Exposure

Our focus will be on the factors we can control: market exposure and negotiation. Our goal is to get you qualified buyers in the least amount of time possible with a focus on convenience and efficiency. With our specialized, comprehensive marketing plans, we help your listing to get noticed in any market.

Enhancing Your Properties Exterior Appeal

Exterior

- Fresh Landscaping
- Fresh Exterior Paint or Pressure Wash (don't forget the front door)
- De-Personalize Landscaping, Driveway, Walkways
- Clean and Align Gutters
- Replace Garage Door (if needed)
- Repair and Repaint/Stain Fences
- Clean Windows
- Remove vehicles, RV's, Boats, from the Driveway and/or Side Yard



Enhancing Your Properties Interior Appeal

Entire Home

- De-Personalize Family Photos, Excess Decor, any items pertaining to any particular religion or political preferences (allows prospective buyers to imagine their own items in your home)
- Fresh Interior Paint (don't forget doors and baseboards)
- Update Light Fixtures, Outlets/Light Switches, Door Knobs, Blinds/Curtains
- Professionally Clean
- Professional Home Staging

Kitchen & Bathrooms

- Replace or Clean Counter Tops
- Replace or Paint Cabinets, Vanities and Hardware
- Update or Clean Appliances
- Update Sink and Faucet (if needed)
- Update Light Fixtures and Electrical Outlets/Light Switches
- Update or Clean Shower/Tub

Flooring

- Replace or Shampoo Carpet
- Replace/Repair/Refinish Damaged Floorboards or Tiles



Staging

When staging a home, 22 percent of sellers' agents reported an increase of one to five percent of the dollar value offered by buyers, in comparison to similar homes. Seventeen percent of respondents stated that staging a home increased the dollar value of the home between six and 10 percent

Most Commonly Staged Areas

- Living Room
- Kitchen
- Primary Bedroom
- Bathrooms

What to expect

When your home is staged, buyers can better imagine themselves living in your home. This will result in higher quality offers and a quicker sale.

Your cost

Depending on the size of the home and rooms staged, the cost may vary. Typically these are two month contracts and can be shopped by our various vendors in our network.





The 1-Hour Home Ready Checklist

- Turn on all interior lights, even during the day, and exterior lights at night
- Make the temperature comfortable (approximately 68 degrees)
- Keep pets in a separate area, and change litter boxes daily
- Put money and other valuables out of sight
- Keep curtains, drapes, and shades open
- Open all blinds & turn on all the lights in the house
- Open all doors inside the home, except closets
- Make sure the house smells good, but don't over do the air freshener
- Vacuum all carpeted areas, sweep all surfaces
- Clean all mirrors
- Sweep the front doorway and wipe off the mat

Marketing Your Property

01. Online Presence
02. Marketing Materials
03. Open House

ONLINE PRESENCE

PROFESSIONAL PHOTOGRAPHY

Showcase your home's unique qualities.

PROPERTY WEBSITE

Your property will have its own website allowing buyer(s) a one stop experience on all of your homes marketing assets.

PROPERTY COMMERCIAL

Your property will be featured as a commercial that will air on streaming TV providers such as Hulu, DirectTV and AppleTV.

VIRTUAL WALK-THRU

Allow prospective buyer(s) to walk-thru your property prior to visiting in person

SYNDICATION

Your listing will be syndicated to all the areas top Real Estate websites i.e Redfin, Zillow, etc.

EMAIL CAMPAIGNS

Your listing will be emailed to all the top buyers agents and brokerages in the market

MARKETING MATERIALS

YARD SIGN

Eye catching informative yard sign will capture all potential buyers and allow neighbors to pass the word along to friends and family

POST CARDS

Announcing your home to the neighborhood is a great way to bring some of your best potential buyers which are the friends and family members of the neighbors

IN-HOME FLYERS

Full size 4 page property brochures allows buyers to take a reminder of the beauty of your home with them.

DISCLOSURE PACKET

All disclosures, reports and inspections will be displayed on Disclosures.io, a digital platform buyer(s) can review prior to writing an offer.

OPEN HOUSE

INVITE THE NEIGHBORS

Neighbors are the biggest advocates and many times bring some of the strongest buyers

BROKERS TOUR

An Open House just for the brokers and agents that have buyers within your neighborhood. Allows them to learn all about your home to properly tour the home with their prospective buyers.

DISPLAY ON MLS

Announcement of Open House times will appear on all major Real Estate websites potentially doubling your homes traffic during the homes time on the market.

FOLLOW - UP

During both brokers and open house we collect contact information which will allow us to follow up with all buyers and their agents to get real time feedback and an opportunity to answer any further questions on the home.

Information Prep

Getting everything together



Before your home is on the market, it's very important to have information at the ready in case it is requested by a buyer and/or lender. Below, please find a list of items that buyers, lenders, and title companies might request during this phase of selling:

HOA communities:

Check in with the HOA to see if there are any restrictions or policies when listing your condo/townhome

If you have any known info regarding assessments, certification letters or HOA covenants, please have those available for buyers

Gather:

- HOA documents (if applicable)
- Trust documents
- Historical Disclosure/Inspections
- Manuals for appliances
- Receipts of work done to the home - including all major & minor renovations
- All keys and garage door openers
- Surveys previously done
- A list of utility providers & average costs per month
- Alarm instructions

Successfully Negotiating the deal

Be sure to disclose everything and be proactive about disclosing any and all home defects to buyers. Doing so is not only the right thing to do—it will also help you avoid legal problems later.

Keep your priorities at top of mind while also respecting the buyer's needs and concerns. After all, your home is about to become their home and it is understood that they might feel nervous or uncertain about any unknowns regarding such a large and important purchase.

Feel free to ask any questions you may have. Offers may include complicated terminology, but we are here to provide clarification on whatever you need.

Respond quickly; offers don't last forever!

In the event of disagreements over small expenses, consider splitting the difference and moving on. Keep your eye on the prize.

Stay calm, even if the situation is tense. Remember, our job is to provide support to you and to mediate the situation if necessary.



Guiding You Through

The Inspection

Home inspections are a critical part of the home buying and selling process.

A home inspection benefits all parties involved by providing insight into the condition of the home.

If Seller(s) complete inspections prior to listing the property, the seller(s) are doing their due diligence to fully disclose the property's condition in efforts to help buyer(s) confidently submit their highest and best offer.

If Sellers do not completed inspections before listing, Buyer(s) are responsible for scheduling inspections once an offer has been accepted and leaves the potential for negotiations on property condition while in contract.



I can help you

- Find a reputable inspector and home repair contractors.
- Prepare for when unknown problems are discovered.
- Review inspection options.
- Negotiate fair and appropriate solutions if necessary.

Closing 101

The closing process finalizes the sale of your home and makes everything official. also known as settlement, the closing is when you get paid and the buyer receives the deed to the home.

A few things to bring to closing

- A VALID government issued picture ID
- House keys
- Garage door opener(s)
- Mailbox and any other spare keys

What to expect

The escrow officer will look over the purchase contract and identify what payments are owed and by whom, prepare documents for the closing, conduct the signing, make sure taxes, title searches, real estate commissions and other closing costs are paid, ensure that the buyer's title is recorded and ensure that you receive any money due to you.

Your cost

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as current or past due unpaid property taxes
- Unpaid special assessments on your property
- Real estate commissions
- Title insurance policy
- Home warranty, if applicable
- Survey, if applicable

After closing, make sure you keep the following for tax purposes

- Copies of all closing documents
- All home improvement receipts on the home you sold

