



SELLER'S GUIDE

Your Guide from Start to Sold

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Welcome

I'm Merritt Anderson Crawley of the MAC Real Estate Team, your dedicated REALTOR and I am thrilled to have the opportunity to work with you on selling your property.

Selling a home can be both an exciting and complex endeavor, and I am committed to making this process as smooth and successful as possible for you.

Below, I have outlined the essential steps of the sale and a tailored marketing plan designed to maximize the exposure and value of your property.

From understanding your goals and priorities to making your transaction a reality, I'm here to provide expert guidance, answer your questions, and make your home selling experience a success.

Please know that my team and I are always just a phone call or email away.

Together, we'll navigate the wonderful path of selling your home. I look forward to helping you achieve your goals!

Merritt



HEY, I'M MERRITT

I am so excited to meet you and learn about your goals. As an experienced REALTOR in my area, I am passionate about sharing my knowledge and expertise and guiding you through the process.

On this journey of helping you sell your home, I team up with lenders, transaction coordinators, showing agents, inspectors, etc. Our job is to ensure that you achieve your goals while making this a well informed process.

LET'S DO IT!



WHY WORK WITH ME

When it comes to selling a property, having an ***Certified Negotiation Expert*** by your side is a game-changer. As one of the ***TOP 100*** agents in my marketplace, when working with me; you will experience a knowledgeable, outgoing and aggressive agent on your side.

My team and I will work to get you the best deal possible on your listing and help you achieve your goal. While we personalize our marketing approach, we systemize the paperwork, ensuring you always know what is coming next.



CLIENT TESTIMONIALS



Merritt is incredible!
We were juggling jobs, kids, school changes, and all the chaos that comes with moving. She handled the house! Couldn't have asked for a better experience. We highly recommend Merritt to anyone looking to buy, sell, or manage a property. Ten stars!!

Annalee T.



Working with Merritt was an absolute pleasure! She was always there to answer questions, provide insight and help navigate the process. Merritt was my realtor for both buying and selling my home and I would highly recommend her to anyone looking for a knowledge and professional realtor. If I need a realtor in the future I will definitely be calling Merritt!

Rick J.

MEET THE TEAM



TRAVIS
HOLLOMON
BUYER AGENT



JAMES
RACKLEY
BUYER AGENT



HALEY
LEEMHUIS
TRANSACTION
COORDINATOR



JACOB
AUSTIN
SOCIAL MEDIA WIZARD
& INTERIOR DESIGNER

OUR EXPERIENCE & WINS

VOLUME

Multi-Million Dollar Top Producers

CLOSING RATIO

98.9%

SOLD TO LIST PRICE

97.98%

THE TRANSACTION TEAM *Vocabulary*

REAL ESTATE AGENT

There are usually separate agents representing the buyer and seller, guiding them through the entire sales transaction.

LOAN OFFICER

The loan officer is a representative of a bank or other financial institution and helps the buyer identify their borrowing options and understand the terms of their loan.

APPRAISER

An appraiser is a professional, usually selected by the lender, who will perform a market analysis and assess the current value of the property.

HOME INSPECTOR

The home inspector objectively judges the condition of the home and its systems/components and searches for pests or pest damage. They will provide a detailed report to the buyer.

REAL ESTATE ATTORNEY

A Real estate attorney will be consulted by the buyer and/or seller to provide advice on any legal aspect of the transaction.

SELLER'S ROADMAP

LISTING CONSULTATION

- 1 Meet with your real estate agent to discuss your goals and timeline.

GET THE HOME READY

- 2 Prepare and declutter your home to get it ready for showings

PROFESSIONAL PHOTOS AND VIDEO

- 3 High-quality photos and possibly a virtual tour will be taken to showcase your home online.

GOING ACTIVE ON THE MARKET

- 4 Your property will be listed on the Multiple Listing Service (MLS), ensuring it is visible to a wide network of buyers and agents.

OFFER PRESENTATION

- 5 When offers come in, I will help you evaluate them, considering price, terms, and contingencies.

IN ESCROW

- 6 I will guide you through the escrow process and assist with necessary inspections and appraisals.

CLOSING

- 7 I will be there with you on closing day to ensure a smooth transaction.



THE LISTING CONSULTATION

Selling your home is a significant decision, and it deserves a tailored and strategic approach. During our listing consultation, we will set the stage for a successful sale.

This is your opportunity to get to know us and for us to understand your unique needs, goals, and timeline.

We will conduct a thorough assessment of your property. We'll examine its features, condition, and any potential improvements that could enhance its appeal and value. Together, we'll establish a pricing strategy that reflects market trends while ensuring you receive the best possible return on your investment.

Your goals are our top priority. Whether you're looking for a quick sale, the highest possible price, or a combination of both, we'll work closely with you to align our strategies with your objectives.

Our listing consultation is completely free, with no obligation. We believe in providing you with the information and guidance you need to make informed decisions about selling your property.

After the listing consultation, you'll have a clear roadmap for the selling process. Should you choose to move forward, we'll be by your side every step of the way, providing expert guidance and unwavering support.

GET THE HOME READY

1 CURB APPEAL

- Ensure the exterior is clean, well-maintained, and freshly painted if necessary.
- Trim bushes, trees, and lawn for a tidy appearance.
- Consider adding colorful plants or flowers to enhance the curb appeal.

2 INTERIOR DETAILS

- Deep clean all rooms, including carpets, windows, and hard-to-reach areas.
- Remove clutter and personal items to create a spacious and neutral environment.
- Consider repainting in neutral colors to appeal to a broader range of buyers.

3 REPAIRS & MAINTENANCE

- Fix any visible issues like leaky faucets, broken tiles, or damaged walls.
- Ensure all major systems (HVAC, plumbing, electrical) are in good working condition.
- Replace or repair any damaged or outdated fixtures and appliances.

4 NEUTRALIZE DÉCOR:

- Consider repainting in neutral colors to appeal to a broader range of buyers.
- Remove bold or personalized décor.
- Remove family photos and personal items to help buyers envision themselves in the space.

5 KITCHEN AND BATHROOMS

- Ensure these areas are spotlessly clean and well-maintained.
- Consider minor updates like replacing hardware, faucets, or countertops if necessary.

6 EXTERIOR MAINTENANCE

- Clean and repair (if needed) the roof, gutters, and downspouts.
 - Power wash decks, patios, and sidewalks.
 - Ensure the garage is organized and clean.
-



PROFESSIONAL PHOTOS & PROFESSIONAL MEASURE



We consider that the listings' photos are one of the most important, and sometimes the only way a buyer will get to know a home. When so many buyers search for homes online, professional photos are crucial for listings. They do not only showcase the best features of the property, but also can create a better first impression and invite the buyer to be more curious about the home and schedule an in person showing. **A virtual tour** is also a great tool to present your home and help the buyers discover its features.



MARKETING GOING ACTIVE ON THE MARKET

Our marketing plan is designed to attract a wide range of potential buyers and maximize your property's exposure. Here is a summary:

- Comprehensive online and offline marketing
- Professional photography with drone shots and virtual tours
- MLS listing and online presence on top real estate websites
- Social media accounts with over 24,000 reach (Hampstead NC Community Page, go and follow if you don't already)
- Targeted social media advertising
- Open houses and one-on-one private showings
- Personalized brochures and flyers

Social
Media

Postcards
Mailings

Open
House

OPEN HOUSE



The open house process is an important instrument of the real estate marketing strategy. It involves holding a scheduled event where prospective buyers can visit and tour a property that is currently listed for sale. During Open House Events we also invite neighbors, to give them the opportunity to help us find their neighbor.

Open houses offer several advantages in the marketing process:

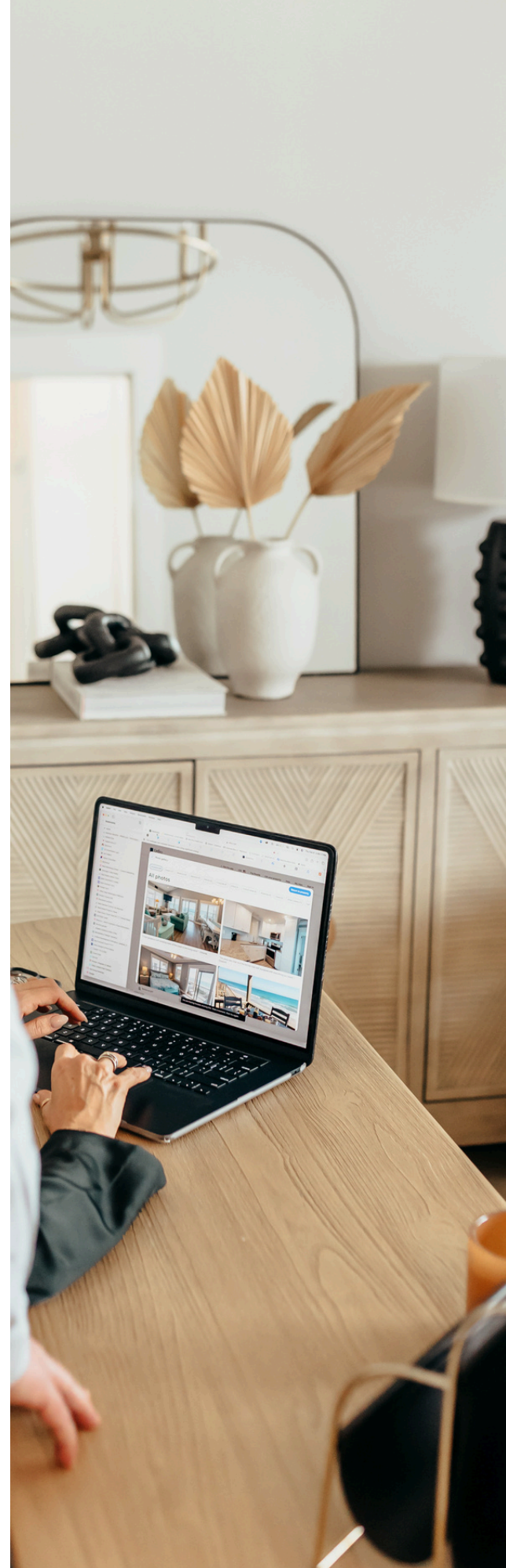
- exposure and visibility: they provide an opportunity to showcase the property to a broad range of potential buyers.
- Advertising the event in advance through various channels, including online listings, social media, and signage, can attract a larger pool of interested parties.

OFFER PRESENTATION

My role is to present you the information about the offers you receive, so you can understand their provisions and make a decision.

This is what we will discuss:

- Purchase Price
- Due Diligence and DD Date
- Earnest Money
- Concessions from seller
- HOA Fees due to seller
- Closing Date
- Appliances
- Appraisal Waiver (if applicable)
- TOTAL NET TO SELLER



DURING DUE DILIGENCE

After you accept an offer, the buyer will need to schedule various inspections, the most common being a home inspection. During this process, a professional inspector thoroughly examines the property's condition. They assess everything from the foundation and structural integrity to electrical, plumbing, and HVAC systems. They'll also check for any safety concerns or potential issues that might require repairs or further evaluation. They will receive a detailed report outlining their findings, which can be used for negotiations.

While under contract, the buyer will continue working closely with their mortgage broker or lender to secure their loan. The lender will also order an appraisal to determine the property's value. They'll ensure that all conditions required for loan approval are met.





Most real estate contracts include contingencies that outline specific conditions that must be met for the sale to proceed. These conditions can vary but often include:

- financing contingencies (ensuring buyer can secure a mortgage),
- appraisal contingencies (the property's value meets or exceeds the purchase price),
- inspection contingencies (addressing any necessary repairs or credits).

As the closing date approaches, you'll receive a package of closing documents for review and signature. These documents are essential legal and financial paperwork, including the deed transferring ownership, and various disclosures. My goal is to help you understand the purpose and significance of each document, making sure you're fully informed before the closing day.

CLOSING DAY

FINAL WALKTHROUGH:



On the day prior to closing, the buyer will conduct a final walkthrough of the property. This is their opportunity to verify that the property is in the agreed-upon condition and that you completed any repairs that were negotiated. It's essential to ensure that everything is as expected before proceeding with the closing meeting.

CLOSING DAY:



The closing day is where all the final paperwork is signed by buyer, and ownership officially transfers from you to the buyer. It typically takes place at the attorney's office. During this meeting, you'll sign numerous documents, including the settlement statement, which details all the financial aspects of the transaction.

You'll also pay your closing costs (if applicable) which may include items like property taxes, insurance, seller concessions, a buy down. You as the seller may sign documents prior to the closing day.

SOLD!

After all the documents are signed, funds are disbursed, and the closing process is complete, the keys have been transferred to the buyer, the transaction is complete.

Congratulations, you have officially sold your home!



I AM SO EXCITED
TO WORK WITH
YOU!

Merritt Anderson Cranley

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mac
REAL ESTATE TEAM

