



Preparing your Home *for a successful sale*

JOANN ECHTLER, REALTOR®



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Thank You!





Since beginning my real estate career, I have thoughtfully and passionately helped hundreds of families, couples and individuals reach their goals of buying, selling or both! As a licensed Realtor for over 20 years, and a Creative and Marketing professional for over 30 years, I can envision a home's potential, allowing me to help guide Buyers and Sellers throughout the sometimes complicated process with patience, kindness, expertise, and a bit of humor for good measure.

Production numbers are powerful, but the bonds created with my clients, now friends, are unbreakable.

Over 70% of my business is repeat and referred clients. In order to earn and maintain that trust, my laser focus is to provide the best service possible, share honest advice, and timely communication and provide support throughout the process.

In my free time I enjoy spending time on my farmette which includes a menagerie of fainting goats and laying hens, gardening and hanging out with family and friends. I would love to help you find your little bit of heaven here on earth.

"Real estate is more than a career to me, it is my passion and has been my life for the past two decades. Getting to help people with the sale of their home or help them find their dream home is such an honor and a pleasure for me."

- JoAnn

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JOANN ECHTLER'S PRODUCTION

\$77,000,000

VOLUME SOLD 2019-2022

30

YEARS IN BUSINESS

\$22,000,000

VOLUME SOLD IN 2022

254

HAPPY FAMILIES HELPED

97%

LIST TO SOLD PRICE RATIO

200+

FIVE-STAR REVIEWS



"We had a lot of requests and needs in the home selling process. She guided us every step of the way, went above and beyond, was always available, and even gave us helpful advice we wouldn't have known. She has a huge heart is kind, professional, has an amazing photographer, and just is great at her job. The perfect balance of hands on and also giving us freedom to make the final decisions. She is an expert in the Mars area and Butler county as a whole I cannot recommend her and Kelsey enough. You will not regret asking them to be your realtor!"

-THE CAPCARAS

"We were extremely pleased with the service that JoAnn and her team provided in the preparation, showing, and ultimate sale of our home. When we met, well in advance of listing the home, JoAnn provided keen insights into what most buyers today are looking for in a new home. She provided recommendations on what we needed to do to prep our home to maximize the value of the home and also the number of potential buyers who would be interested in our home. We implemented her recommendations and it really paid off. In a matter of only 3 days we had nearly 3 dozen parties tour the home. We will always recommend JoAnn to handle your home sale!"

-THE NALEPAS



STEP 1

**Prepare your home
for the market**

- ✓ Meet with your agent
- ✓ Consider repairs
- ✓ Create a game plan
- ✓ Home prep checklist

STEP 2

**Strategically market
your home**

- ✓ Determine the price
- ✓ Stage your home
- ✓ Professional photo/video
- ✓ Execute marketing plan

STEP 3

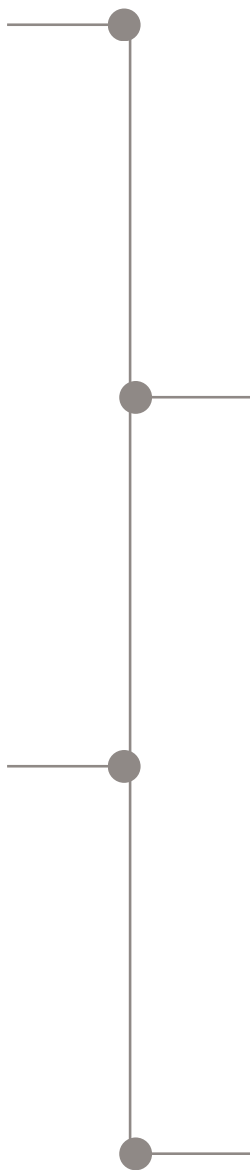
Show your home

- ✓ Pre-showing checklist
- ✓ Negotiating offers

STEP 4

Sell it!

- ✓ Go under contract
- ✓ Pre-closing checklist



There are hundreds of agents who can sell your home. It's important to interview your agent and decide who you want to market your listing, represent your best interest, and ultimately get your home sold for the most amount of money in the shortest amount of time. Here are some questions you can ask your prospective agents – I've provided my answers so you can see why I believe I'm the best for the job.

1. How long have you been in real estate?

I have been in the real estate business for 30+ years, and helping folks market, sell and buy properties full-time for over a decade. My many years of real estate marketing experience has been a great asset to reaching and helping hundreds of Buyers and Sellers.

2. Are you a part-time or full-time agent?

I am a 24 hours a day, 7 days a week, full-time agent! I am dedicated to providing my clients with the highest level of service and support throughout the entire buying or selling process.

3. What is your average days on market?

My average days on market is typically around 20 days.

4. What is your list-to-sold price ratio?

With correct pricing, my list-to-sold price ratio 99%.

5. Have you sold homes in this neighborhood?

I concentrate mainly in Southern Butler and Northern Allegheny County, although I have sold homes all over the greater Pittsburgh area.

6. Have you sold homes in this price range?

I list and sell homes in all price ranges, from \$50,000 to well over 2 million, but my average sales price is currently between \$350,000 and \$400,000. My frequent quote is "everybody needs a house."

7. What will you do to market my home?

We use a comprehensive approach to showcase your property in the best possible light. We start by using a professional photographer to capture high-quality images that highlight your home's unique features. Additionally, we shoot professionally edited video tours that give potential buyers a virtual walkthrough of your home. To increase exposure, we use paid social media advertising, neighborhood mailings, social media blasts, and share your home on thousands of real estate websites to reach a wider audience. Finally we also host open houses to allow interested buyers to view your home in person.

8. Will I be working directly with you or a team?

While my team will be there to support you throughout the sale, you will work directly with me on a daily basis.

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN

Consider Repairs

Get that sold price up by considering some repairs with a good return on investment. Not all buyers have the vision to see what your home could be, so even little changes will help them see the bigger picture. Here are 4 high-ROI improvements that buyers will love:

1. Open up the floor plan. Knock down walls and create the spacious layout that's on many buyers' wishlists.
2. Install hardwood floors or refinish your current ones. According to NAR, refinishing hardwood floors will recoup 100% of the cost at resale, while new hardwood floors recover 106% of costs.
3. Swap out fixtures in the kitchen and bathrooms. New knobs, pulls, and faucets, are an inexpensive way to create a cohesive, modern look.
4. Paint in a neutral palette. This allows buyers to picture their things in your space. It's one of the least expensive, yet biggest returns on investment.



Create a Game Plan

Walk through your home, room by room as if you are a buyer. Take notes on what needs to be done. Consider having a home inspector come and see if anything needs to be repaired.



Don't Forget Curb Appeal

Staging a home helps buyers emotionally connect with your home by allowing them to imagine living in your space. Simple steps like tidying, purchasing flowers, and removing personal items go a long way in creating a positive impression on people viewing your home.



With fresh eyes, take a look at your home inside and out. Start making a short list of the fixes and refreshes that will elevate its look.

Start from the outside.

Does your home look inviting from the outside? If you were a buyer, would you be excited about going through the front door?

From their first glance, buyers begin making tiny mental notes about your house. See your front door as the first opportunity to win them over. Make sure the door has a good coat of paint and a nice looking welcome mat. If it's winter, make sure your driveway and walkways are clear of snow and ice-free. The same goes for leaves in the fall. Beyond just being a good rule of thumb, these steps let buyers know that you have taken good care of your house. It establishes trust. Additional touches, such as groups of fresh pumpkins in October or an evergreen wreath in December are lovely.

Moving Inside

It's important that a buyer's first impression of the interior of your home, which is where living happens, be a positive one.

What is the first thing your buyers will see and smell when they open your front door? Is your home inviting? Make sure the lights are on, shoes removed, floors clean, etc...you want your home to feel like a haven to anyone entering.

✓ Consider Staging

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.

83% of real estate agents said staging made it easier for a buyer to visualize the property as a future home.

40% of buyers agents said that home staging had an effect on most buyers' view of the home.

**Statistics from the National Association of Realtors® Research Group, 2019*



PROS

- + Staging makes the listing photos look phenomenal, attracting more buyers into the home
- + Staging allows buyers to envision themselves living in your home
- + Staging has been proven to get a higher price in shorter time

CONS

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company. That's why we stage for free for our clients!
- If done poorly, staging may not be in the buyers' taste

Make Sure Everything is in Good Repair

To buyers, evidence of needed repairs suggests your home hasn't been well maintained. It's important that buyers feel confident in the functionality of your home. Repairs are generally viewed as potentially costly hassles that diminish the excitement of transitioning to a new residence.



- ✓ Make any needed repairs to appliances, dry wall, floors, etc...before putting your house on the market. Buyers will appreciate your proactive approach, which can sometimes help in the negotiation process.

- ✓ If your home has patios and decks, make sure they are inviting outdoor gathering areas. Arrange them with patio furniture in the warm months and keep them free of snow in the winter—this way buyers are encouraged to walk out and take in the views.

- ✓ Garages are often the last place given attention by sellers, and this is a major mistake. These spaces should be well-organized.

Cleaning Your Home

Unmade beds, dishes in the sink, dirty bathrooms, etc...do the opposite of compelling a buyer to want to spend time in your house. It's the hardest thing to do as a seller, but don't leave your house without putting it in show-perfect condition. The ideal buyer may arrive an hour after you walk out the door.



I recommend getting your home professionally cleaned before starting showings if needed. Clean spaces show better. It's that simple. Wiped down counter tops and dust-free shelves also give one more example of a well-loved house. Beyond a scrub-down and some basic organizing, remove any personal or decorative elements that will detract from the showing.

For example, if your children's bedrooms are filled with posters and overflowing shelves of toys, they will not be perceived by the buyers as neutral spaces. Depersonalizing these rooms allow buyers to mentally repurpose the bedrooms.

Another great tip is to invest in new linens and pillows. You will be amazed at what a difference new sheets and comforters will make in how your home is perceived.

STEP 1: PREPARING YOUR HOME FOR THE MARKET

Use this checklist to do a walkthrough of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete.

REPLACE OR REPAIR IF NEEDED

TO DO	DONE		TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Light fixtures	<input type="checkbox"/>	<input type="checkbox"/>	HVAC
<input type="checkbox"/>	<input type="checkbox"/>	Light bulbs	<input type="checkbox"/>	<input type="checkbox"/>	Flooring
<input type="checkbox"/>	<input type="checkbox"/>	Worn/stained carpeting	<input type="checkbox"/>	<input type="checkbox"/>	Paint walls where needed
<input type="checkbox"/>	<input type="checkbox"/>	Window glass	<input type="checkbox"/>	<input type="checkbox"/>	Remove wallpaper
<input type="checkbox"/>	<input type="checkbox"/>	Kitchen appliances	<input type="checkbox"/>	<input type="checkbox"/>	Flooring
<input type="checkbox"/>	<input type="checkbox"/>	Cabinets	<input type="checkbox"/>	<input type="checkbox"/>	Electrical panel
<input type="checkbox"/>	<input type="checkbox"/>	Sinks and faucets	<input type="checkbox"/>	<input type="checkbox"/>	Smoke detectors

KITCHEN

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Clean off counters and declutter
<input type="checkbox"/>	<input type="checkbox"/>	Clean tile grout if needed
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean all appliances
<input type="checkbox"/>	<input type="checkbox"/>	Organize all drawers and pantries
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean floors

BATHROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean all surfaces
<input type="checkbox"/>	<input type="checkbox"/>	Declutter countertops and drawers
<input type="checkbox"/>	<input type="checkbox"/>	Fold towels and stage decor
<input type="checkbox"/>	<input type="checkbox"/>	Remove any unnecessary items
<input type="checkbox"/>	<input type="checkbox"/>	Clean or replace shower curtains
<input type="checkbox"/>	<input type="checkbox"/>	Clean any moldy areas

STEP 1: PREPARING YOUR HOME FOR THE MARKET

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete.

LIVING & DINING ROOM

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Stage with pillows and throws |
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces and fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep all tables clear and decluttered |

BEDROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean out and organize closets |
| <input type="checkbox"/> | <input type="checkbox"/> | Repair any damage in walls |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep closets closed during showings |
| <input type="checkbox"/> | <input type="checkbox"/> | Make beds before any showings |

EXTERIOR

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash any dirty concrete |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or repaint front door |
| <input type="checkbox"/> | <input type="checkbox"/> | Repaint exterior and trim if needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Wash windows inside and out |
| <input type="checkbox"/> | <input type="checkbox"/> | Sweep walkways and patios |
| <input type="checkbox"/> | <input type="checkbox"/> | Mow the lawn and trim shrubs |

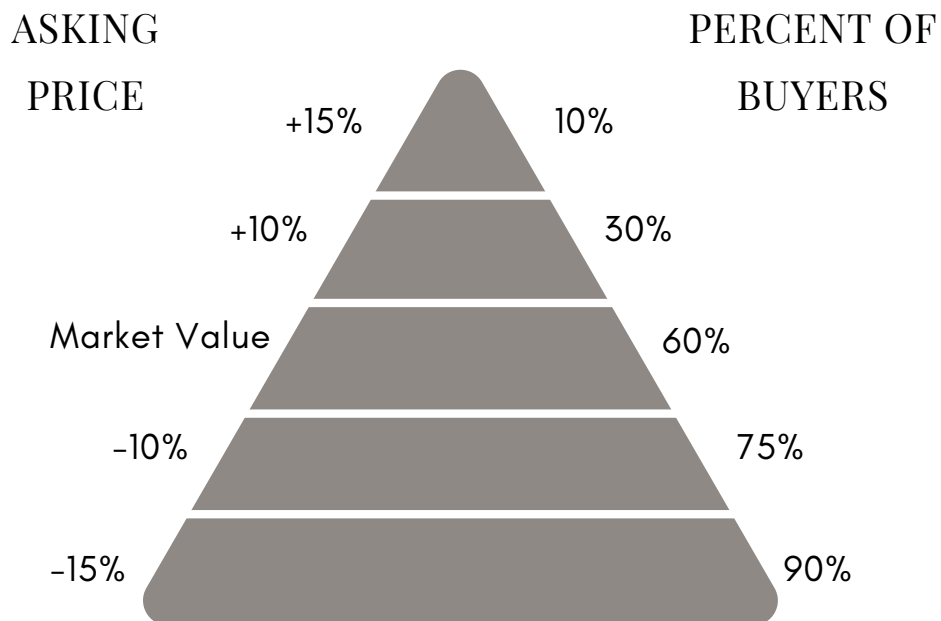
TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Yard is clean and maintained |
| <input type="checkbox"/> | <input type="checkbox"/> | Replace any rotten wood |
| <input type="checkbox"/> | <input type="checkbox"/> | Outdoor furniture staged and inviting |
| <input type="checkbox"/> | <input type="checkbox"/> | Fence is in good shape |
| <input type="checkbox"/> | <input type="checkbox"/> | Pool/spa is clean and in working condition |

It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:



- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.



Below are the pros and cons of pricing your home above, below, or at market value.



Below market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



At market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



Over market value

- + If you have to receive a certain amount for the home...
 - It will take longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations



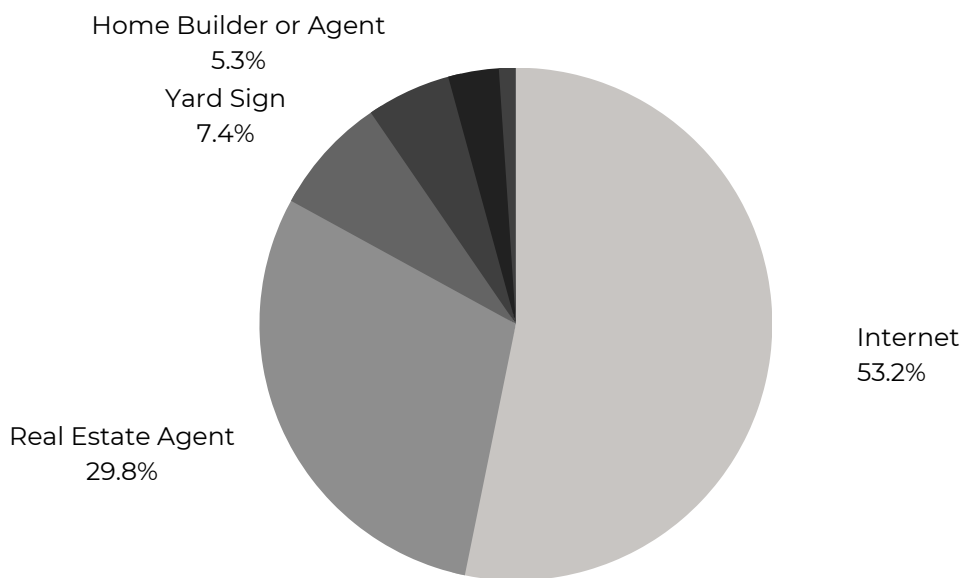


More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price or the way it is entered and displayed in the MLS. That is why professional photography and video is so important!

Home Buyers are Shopping Online



Source: 2019 NAR Home Buyer and Seller Generational Trends



The photos of your home will directly influence whether (or not) a potential buyer will schedule a showing of your home. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos or post photos taken with a cell phone on the MLS.

The photos to the left are examples from previous listings.

What's Included in my Marketing Plan:

- Professional Photography
- Professional shot and edited video
- Displayed on brokerage website
- Displayed on my website
- Virtual tour advertising
- Broadcasted across all social media platforms
- Paid Facebook ads
- Paid Google ads
- Flyers
- Postcards
- Open houses
- Yard sign captures
- Reverse prospecting
- Ecards to local agents
- Feature in newsletter
- Guide to Homes TV Show

Examples from Previous Listings



237 Gabriel Drive Mars, PA

Sold for 5% over asking price

- We strategically priced the home
- Put it on the market on an exclusive public tour
- Sent mailers to the neighborhood



244 Longbow Lane Mars, PA

Sold for 3% over asking price

- Priced the home with the intention to sell quickly
- Postponed tours until the weekend for easy show
- Generated 5 competitive offers in 20 hours



169 Mary Reed Road Baden, PA

Sold for 8% over asking price

- Ran a social media blast to create excitement
- Sent an Every Door Direct to the neighboring area
- Created and sent ecards to local agents within the market

How Showing your Home Works



- We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance.
- Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.
- Usually we use a bluetooth lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge.
- If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them
- Furthermore, I will try to get feedback from each showing and pass that information back to you.

✓ QUICK SHOWING CHECKLIST



Use this showing checklist to get your home prepared for each showing.

- Remove all clutter and put away any personal items or decorations
- Remove all dishes from the sink and wipe it down
- Stow away any valuable items or take them with you
- Collect any kids or pets toys that are out
- Empty trash
- Clean bathrooms
- Spray air freshener or light a candle
- Fix and declutter exterior walkways

What to Expect Next

Negotiating Offers

As the showings start rolling in, we'll start getting feedback and/or offers from the prospective buyers. We will work together to negotiate the offers we receive to achieve your ultimate goal whether that is quick sale, maximizing profit, or perfect timing.

Earnest Money

Once the purchase agreement is signed by all parties, the buyers will deposit their earnest money. These funds will be held by a third-party account until closing. If the buyer backs out of the sale for a reason not specified in the contract (contingencies), the seller is typically entitled to keep the escrow money.

Contingencies

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close. A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward.

Closing Day

Once we get the clear-to-close, we will schedule a closing date with the title company. But wait, ONE more thing before you finally pop that champagne! The final walk-through: Right before closing, the buyer will have the right to walk through the home and make sure any agreed-upon repairs were completed and the property is in good condition.



Pre-Closing Checklist

Use this checklist to prepare for closing day.

- Ensure you've provided any additional paperwork requested prior to closing
- Gather your closing documents
- Officially change your address (see list on the next page's moving checklist)
- Cancel your home insurance
- Cancel utilities
- Clean thoroughly before the final walk through
- Gather keys and remotes to bring to closing
- Gather all of the manuals, warranties, and receipts for appliances
- Bring your driver's license, your keys/remotes, and any final utility bills to closing

Moving Checklist

Use this checklist to prepare for closing day.

4-6 Weeks Before

- Declutter, discard & donate
- Collect quotes from moving companies
- Locate schools, healthcare providers in your new location
- Secure off-site storage if needed
- Choose a mover and sign contract
- Create a file of moving-related papers and receipts
- Contact homeowner's insurance agent about coverage for moving
- Contact insurance companies to arrange for coverage in new home

3-4 Weeks Before

- Notify everyone about your change of address
- Notify utility companies of date to discontinue/ transfer service

2-3 Weeks Before

- Notify DMV of new address
- Discontinue additional home services (housekeeper, gardener/lawn service)
- Start using up things you can't move, such as perishables
- Notify utility companies of date to discontinue/ transfer service
- Arrange for child and pet care on moving day
- Notify HOA about upcoming move, reserve elevator usage if needed.

1 Week Before

- Confirm final arrangements
- Arrange transportation for your pets and plants
- Pack an essentials box for quick access at new home
- Label moving boxes with the contents inside

When should I sell my home?

An easy answer is when it's best for you! My longer answer is...when you have little to no competition! Obviously, if you are closing on a home purchase, moving for work, or want to get settled before the new school year, you have a timeline you need to work with. But, if you have the luxury of choosing when to sell, there are a few considerations. Spring is traditionally a time when there are more buyers looking, but you may also have more competition. Fall, and closer to the holidays, is a good time to get a higher price from buyers that need to move before the new year. Watching the market is always smart. A seller's market, meaning there are more buyers than sellers, is always a good time to list.

What is my home worth?

Determining your home's market value is one very important reason to use a real estate agent. I will do a comparative market analysis (CMA) to help you set the correct listing price. I look at recent sales of comparable homes, similar homes that are under contract, and homes that are listed in the same price range of your home. Then I compare features of the homes including the size, style, number of rooms, age of the home, amenities, condition, lot size and placement, and the location or neighborhood. (Note: the tax appraiser's assessed value of your home has nothing to do with the market price.)

Should we price it higher just to see what happens?

Setting a very high price just to "see what we get" is never a good idea. Setting an unreasonably high price usually results in longer time on the market, which does not look good to buyers and will frustrate you. Many sellers ask about the price that Zillow or other real estate websites give for their home. These are not reliable because these sites are only taking into consideration very general demographics. My job is to determine the perfect listing price to get your home sold for the most amount of money, in the shortest amount of time.

PROS AND CONS OF PRICING IT...



below market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



at market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



over market value

- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

How long will it take to sell my home?

The length of time on market will depend upon the market in your area at the time of listing, whether the home is priced realistically and how many similar homes are currently for sale. I am always working to get you the highest price in the shortest time possible. On average, a home that is priced right goes under contract in two to three weeks. If you need to sell fast, that should be reflected in the list price.

How much will I pay in commissions?

The standard real estate commission is typically 6% of the sales price, (although it varies) split between the listing and selling sides. Commissions are not paid directly to the agents, but to our brokers. They collect fees for marketing your home on MLS and other websites, administrative costs, insurance fees, and required fees for storing your transaction records as required by law. My broker then pays me for representing you in the transaction. As your agent, I will work very hard to represent you, with your best interest always the priority. If you have any questions about the commissions, I'd be happy to talk with you further.

What do I need to do to get my home ready to sell?

I recommend that you give the home a thorough cleaning– get rid of anything you aren't taking with you, declutter surfaces, take care of repairs, make sure the major mechanical systems are in good operation, have the exterior pressure cleaned and the landscaping spruced up. You may also consider repainting if it is overdue or if the home is painted in dark or bold colors.

How will the showing process work?

We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance. Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle. Usually we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge. If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information back to you.

Should I consider FSBO or a flat fee listing service?

I strongly discourage those routes, not only because I want to help you sell your home, but also because they can be a huge burden and don't get you the best price. Buyers know that when a home is sold FSBO or on a flat fee service, that the seller is paying little or no commissions, so they will offer less. Consider that when you sell your home by yourself, you will have to be present for all showings, and you won't have someone to advocate for you through all the steps of the contract and closing process. If something goes wrong, you'll want me in your corner to prevent problems or save the deal, so you don't have to start over.

What marketing will you do to help sell my home?

Hands down, our best marketing tool is the Multiple Listing Service (MLS.) This is the database all real estate agents use when searching for properties for buyers. And buyers are using websites like Realtor.com, which is why all my listings automatically show up on these websites. My broker will list your home on our company website, and I may also use additional avenues such as open houses, brokers' opens, and direct mailing, depending on your home and market.

Should I offer incentives like a home warranty, closing costs, or selling agent bonus?

Incentives are something I like to consider on a case-by-case basis. There are certain circumstances where it may be smart to offer an incentive. Some incentives can be offered from the start. For example, if your home is in an area that doesn't get a lot of traffic, we may offer an incentive to agents to bring us a buyer. Or if you know the appliances are at the end of their lifetime, you may offer a home warranty to help the buyers replace them. Other incentives, like helping with closing costs, are better used during the negotiation process.

What do I need to disclose?

It's smart to disclose any issues right up front. Your buyers will have the right to inspect the home, so it's best they not be hit with bad news after going under contract. If you know of problems with the appliances, plumbing, electric, HVAC, roof, foundation, property lines, or deed, these need to be listed on the Seller Disclosure. If there are repairs that you can have done before listing, go ahead and take care of those. Anything that cannot be remedied before listing should be considered when setting your list price.

What happens if my home doesn't appraise above the contract price?

It sometimes happens that a home does not appraise at or above the contract price. When this happens, we go back to negotiations to determine if we can save the deal by adjusting both the sales price and the terms of the contract to the satisfaction of both buyer and seller. Usually we are able to work it out and save the deal. You always have the right to refuse to lower the price to meet the appraisal. It's usually in your best interest to try to work with the buyer to resolve the issue as the next appraisal could result in the same valuation. If you are concerned about the appraisal value, go ahead and have your home appraised before setting the listing price.

How do we negotiate multiple offers?

A multiple-offer scenario is a fun position to be in as a seller. I will help you through the negotiation process to select the right buyer- and that is not always the one with the highest offer. We need to consider how strong the offer is, whether they are offering cash or financing, how much they are financing and what type of loan they are using. How much they are offering to put in escrow and the terms of the inspection process are indications of their commitment to the deal. You may also draw on sentiment: are they buying your home as an investment or a place to raise their family?

CHIMNEY REPAIR



BK Chimney

724-538-3488
bkchimney.com

ROOFING



Chris Miller Roofing

724-996-3240
chrismillerroofing.com

LANDSCAPING



Joshua Titus

724-991-6512

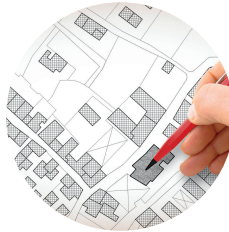
STRUCTURAL
ENGINEERING



Justin L. Kovach, P.E

814-258-2906
gatewayengineers.com

LAND SURVEY



Graff Surveying

724-352-3811
graffsurveying.com

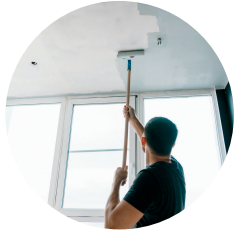
TREE REMOVAL



Ken Wagner

412-614-9000

INTERIOR PAINT



Echtler Painting

412-610-1753

ELECTRICAL



Rob Smorada

412-592-7947
cardello.com

HVAC



Kohl Heating &
Cooling

724-538-5587
kohlheatingandair.com

BLINDS



Doug Miller
Budget Blinds

724-234-4311
budgetblinds.com

FLOORING



Robco Flooring

724-898-2145

Exterior Work



Brick and Mortar
Repair

412-848-2124
TomTLorch@gmail.com



Thank you!

Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process. My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about.

I'm always here to answer your questions.

- JoAnn Echter

Next Steps

- ✓ Sign listing agreement and property disclosures
- ✓ Determine list price
- ✓ Photographer and videographer come out for shoot