

Equity
REAL ESTATE

*Selling Your
Home*



Your Guidebook for Success

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ONE SOURCE
UTAH REALTOR TEAM



Our Approach

With our unique team approach and as seasoned real estate professionals, we have dedicated over 15 years to helping home sellers like you achieve their goals in Davis, Weber, and Salt Lake counties. Our in-depth understanding of the local market, combined with our proven plan and process, ensures that your home selling experience is not only successful but also seamless.

When you choose to work with us, you're partnering with experts who genuinely care about your journey. We believe in building trust through transparency and commitment, making sure you're informed and comfortable at every step of the process.

Choosing a less experienced agent or one who simply provides the minimum level of service can lead to a prolonged selling experience, poor negotiations, accepting an offer below market value, or even possibly giving up on the process altogether. We'll help you avoid these pitfalls. While we can't guarantee there will be no stress through the process, we try our very best to minimize stress and uncertainty in every possible way.

We look forward to guiding you through the complexities of selling your home, utilizing our proven plan and process. Let's embark on this journey together, making your real estate dreams a reality.

 ONE SOURCE
UTAH REALTOR TEAM



Your dream home is closer than you think.



BRANDON (801) 678-6083 & SUZETTE (801) 698-4980

 equity
REAL ESTATE

Our Reviews

Brandon Thomas & Suzette Smith, One Source Utah Realtor Team, Equity Real Estate

1424 Legend Hills Dr #100, Clearfield, UT

5.0 ★★★★★ (74 reviews)



Michael Cotton

1 review



★★★★★ 6 months ago

We had friends that referred Brandon & Suzette to my wife & I after the brother & sister helped them sell two homes, we couldn't have been more satisfied with their knowledge of the industry and guidance during the entire process from staging our home, holding a couple open houses to providing guidance during the negotiation process. They were both relentless in advocating for our needs as we sold our home and were always available when we had questions. We would highly recommend them as selling agents. Thank you, Brandon & Suzette, for a wonderful experience.



Blair Reese

7 reviews



★★★★★ 3 months ago

They went above and beyond to help us find a house. They put up with us looking off and on for months before finding the right house. Then they went out of this world to help us sell our old house!! They helped us with everything from cleaning to staging, even some minor repairs. They made the whole process painless, and explained everything on every step. They worked hard to get our house sold. A nearly identical house with a lower asking price around the corner to ours still has not sold. I can't recommend them enough! They are the nicest people you could ever meet and they know what they're doing. It would be a mistake to go anywhere else.



Nick Sheya

3 reviews



★★★★★ 7 months ago

Suzette and Brandon are the best of the best!! We tried selling our home with Homie and absolutely hated the entire experience. Suzette and Brandon were able to sell our home quickly and for full asking price!! Also, they are the best stagers in the business, and used their years of experience to help sell our home quickly and painlessly. In the future we'll only be using Suzette and Brandon!!

Our Services

LISTING PACKAGES

	Silver	Gold	Platinum
Discounted Listing Fee	◆	◆	◆
2 full time Realtors working on your behalf	◆	◆	◆
Clear and open communication	◆	◆	◆
Professional negotiation	◆	◆	◆
Home Enhancement Checklist	◆	◆	◆
Professional signage	◆	◆	◆
Supra electronic lockbox	◆	◆	◆
Professional high quality photos	◆	◆	◆
2D Floor plan	◆	◆	◆
Syndication to the Wasatch Front Regional MLS System	◆	◆	◆
Syndication to major home search websites	◆	◆	◆
Social Media Posts to Our Facebook and Instagram	◆	◆	◆
Showing feedback (subject to buyer agents providing feedback)	◆	◆	◆
Virtual walk-through on your listing		◆	◆
Drone photos			◆
Paid Facebook and Instagram boosts (twice monthly)		◆	◆
Weekly paid Facebook and Instagram boosts			◆
Creative showcase content for social media		◆	◆
Staging, decorating, minor repairs service		◆	◆
• 8 hours		◆	
• 16 hours		◆	◆
Debris and Donation removal (our flatbed trailer)			◆
Open Houses		◆	◆
• Grand opening and upon price changes		◆	◆
• Bi-weekly			◆
Just Listed Flyer			◆
Open House Flyers (Initial Open House)		◆	◆

Table of Contents

	Page
MEET THE PLAYERS.....	1
PRICING YOUR HOME.....	3
• Pricing your home correctly	
• Understanding a Comparable Market Analysis (CMA)	
• Why the CMA matters	
• Our process in preparing your CMA	
• Net proceeds worksheet	
HOME ENHANCEMENT - PREPARING YOUR HOME TO SALE.....	5
• Home Enhancement Checklist	
◦ Exterior	
◦ Interior	
◦ Show-Ready Tips	
• Home Enhancement Checklist Worksheet	
MARKETING YOUR HOME.....	11
• Our Comprehensive Strategy	
◦ The key elements of a successful listing strategy	
• Showing your home	
RECEIVING AND NEGOTIATING OFFERS.....	13
• Understanding the offer	
• Negotiation Tips	
UNDER CONTRACT TO CLOSING.....	16
• Next Steps	
◦ Inspections	
◦ Appraisals	
◦ Buyer’s final Underwriting	
◦ Buyer’s final walk-through	
◦ Close of escrow	
◦ Recording	
• Home Inspection Vs. Appraisal	
SELLER MOVING CHECKLIST.....	19

Meet the Players

WHEN SELLING A HOME, IT'S ESSENTIAL TO UNDERSTAND THE VARIOUS PROFESSIONALS INVOLVED IN THE PROCESS AND THEIR ROLES. KNOWING WHO DOES WHAT WILL HELP YOU NAVIGATE THE JOURNEY WITH CONFIDENCE.

Listing Agent

- **Role:** Represents the seller in the transaction, marketing the property, and negotiating on behalf of the seller.
- **Fiduciary Duty:** The Listing Agent has a fiduciary duty to the seller. They are legally and ethically obligated to act in the seller's best interest at all times. Primarily to achieve the best possible outcome and sales price for the seller.

Buyer's Agent

- **Role:** Represents the buyer's interests throughout the home-buying process. From finding properties that match their criteria to negotiating offers and guiding the buyer through to closing.
- **Fiduciary Duty:** A Buyer's Agent has a fiduciary duty to the Buyer, meaning they are legally and ethically obligated to act in the buyer's best interest at all times.

Title Company

- **Role:** The Title Company ensures that the property's title is legitimate and free of any legal issues. When you are preparing to list your home, they conduct a preliminary title search, to determine that the seller has fee title to the property and can pass title to the new owner. They insure that there are no existing liens or judgements against the property or the owner. In most residential sales, they commit to issue a title insurance policy on the property at closing to protect the new owner against any claims of ownership, liens, or judgements, prior to taking them taking ownership. The title company also manages the closing process, including the distribution of funds and recording of documents.
- **Fiduciary Duty:** The Title Company acts as a neutral third party and does not have a fiduciary duty to either the buyer or the seller. Their role is to ensure that the transaction is completed according to the terms agreed upon by both parties.

Pricing Your Home

SELLING YOUR HOME IS A SIGNIFICANT STEP, AND WE'RE HERE TO GUIDE YOU THROUGH THE PROCESS FROM START TO FINISH. THIS WORKBOOK IS DESIGNED TO PROVIDE YOU WITH A ROADMAP, HELPING YOU UNDERSTAND EVERY STEP OF THE JOURNEY WHILE OFFERING TIPS, CHECKLISTS, AND RESOURCES TO MAKE THE PROCESS SEAMLESS AND SUCCESSFUL

PRICING YOUR HOME CORRECTLY

Pricing your home correctly is one of the most critical steps in the selling process. A home priced too high may sit on the market too long, while a home priced too low may leave money on the table. You need to find the sweet spot that attracts buyers and maximizes your return.

UNDERSTANDING A COMPARABLE MARKET ANALYSIS (CMA)

A Comparable Market Analysis (CMA) is a critical tool we use to help determine the best price for your home. While it's not an appraisal, the CMA process is similar in many ways. We evaluate recent sales of similar properties in your area, adjust for differences like size, features, and condition, and provide an informed estimate of your home's market value. However, as licensed real estate agents, we are not permitted to present this analysis as an appraisal.

WHY THE CMA MATTERS

A well-prepared CMA provides you with a realistic and competitive pricing strategy. Relying solely on active listings or what your neighbors sold for can be misleading. Active listings show what sellers hope to achieve, not what buyers are willing to pay. Similarly, your neighbor's sale might not reflect unique aspects of your home or current market trends. A properly executed CMA ensures your home is priced to attract serious buyers while maximizing your return.

OUR PROCESS IN PREPARING YOUR CMA

We begin by conducting a detailed evaluation of your home's location, size, condition, and features. This is followed by identifying comparable properties that have recently sold and adjusting for differences in square footage, upgrades, or

amenities. This analysis provides a pricing range that serves as a strategic guide for setting your listing price.

This pricing range acts as a sliding scale. Listing your home above this range may limit showings and deter offers, while pricing below it could generate quick interest but potentially leave money on the table. Striking the right balance between competitive pricing and market demand is both an art and a science—one that we navigate with precision.

It's important to understand that even if you receive an offer above the CMA range, a buyer using financing may face appraisal challenges. If there are no comparable sales to support the higher offer, the lender's appraiser may not justify the purchase price. This could result in renegotiations or a canceled contract. Accurately pricing your home from the start helps avoid these obstacles, ensuring a smoother transaction.

NET PROCEEDS WORKSHEET

We will always provide our clients with a specific Net Sale Worksheet before listing their home, but the following illustrates what is subtracted from the sales proceeds to get you to a net (walk away) amount from your sale.

- **Sale Price**
 - (Minus) **Listing fee:** The fee paid to your listing agent to market, negotiate and sell you home
 - (Minus) **Buyer Brokerage Commission:** A negotiable fee you may offer to pay to Buyer Agents that are actively working with buyers
 - (Minus) **Home Warranty Fee:** Many buyer's will ask you to purchase a one year home warranty to protect them in the first year from system, fixture or appliance failures.
 - (Minus) **Title Fees:** At Settlement, the title company will charge a small amount of fees for their role in the transaction, conducting a preliminary title search, hosting the Settlement, managing the transfer of funds and payoffs, and issuing an owner's title policy for the new owner.
 - (Minus) **Buyer Closing Costs** (often referred to as Concessions): Depending on market conditions, buyers may ask the seller for an amount

of money to help cover their buyer related costs such as:

- Lender fees
- Pro-rated property taxes, insurance, mortgage interest, or HOA transfer fees and/or dues
- Interest rate buy downs
- (Minus) **Mortgage Payoff Amount:** The remaining amount owed on your existing mortgage(s)
- **Net Sales Amount:** The remaining equity that you will walk away with after the transaction is finalized.

Home Enhancement - Preparing Your Home to Sale

FIRST IMPRESSIONS MATTER! A WELL-PREPARED HOME NOT ONLY ATTRACTS MORE BUYERS BUT CAN ALSO SELL FASTER AND AT A HIGHER PRICE. BUYERS OFTEN FORM AN OPINION WITHIN THE FIRST FEW MOMENTS OF SEEING A PROPERTY, AND THAT INITIAL PERCEPTION CAN HEAVILY INFLUENCE THEIR DECISION TO MAKE AN OFFER. A CLEAN, WELL-MAINTAINED, AND THOUGHTFULLY STAGED HOME SIGNALS TO POTENTIAL BUYERS THAT THE PROPERTY HAS BEEN CARED FOR, INSTILLING CONFIDENCE IN THEIR PURCHASE DECISION.

HOME ENHANCEMENT CHECKLIST

Homes that stand out visually can trigger an emotional tie for prospective buyers that can lead to increased competition and potentially higher offers. By investing time and effort into presenting your home in its best possible light—through decluttering, cleaning, staging, and making minor repairs—you create an inviting atmosphere that allows buyers to imagine themselves living in the space. This emotional connection can be the deciding factor between a buyer choosing your home over another.

In today's competitive market, homes that show well are more likely to sell quickly and for top dollar. Taking proactive steps to enhance your home's appeal can make all the difference in achieving a successful and profitable sale.

Following is a general overview of home enhancement. Refer to our Home Enhancement Checklist, for a more complete list of recommended to-dos:

- **Exterior:**
 - Mow the lawn and edge walkways. Weed the flower beds and put down some fresh mulch or topsoil.
 - Clean windows inside and out, including the tracks.
 - Fill cracks in driveways and sidewalks.
 - Add a fresh doormat and potted plants at the entrance.

- **Interior:**

- Declutter: Box up any items that are not going to be needed regularly through the listing process. A good example is seasonal clothing and items you don't use on a regular basis.
- Depersonalization: There are many articles and opinions about depersonalizing every room. We feel there is some balance needed here. You still want a house to feel like a home, but you also don't want potential buyers to be distracted from seeing the home for what it is, because all they can pay attention to is your wall of photos and nicknack from your many travels.
- Deep clean carpets and floors. If your flooring is worn out, it may be worth replacing. Contrary to what you may have been told or want to believe, in most cases buyer's will not rip it out and replace it when moving in. Most buyer's don't have the time or money to do that. New carpet makes a home feel much more move in ready than worn and matted down carpet.
- Repair minor issues like leaky faucets and chipped paint.
- Stage each room to highlight its functionality and appeal.

- **Show-Ready Tips:**

- Keep your home tidy and odor-free. Reset each night or morning. You never know when you will get a short notice showing request.
- Open curtains and turn on lights for showings.



Home Enhancement Checklist

YOU'VE DECIDED TO SELL YOUR HOME! WHEN SELLING, IT'S IMPORTANT TO LOOK AT YOUR HOME FROM A DIFFERENT PERSPECTIVE... THE BUYER'S PERSPECTIVE. THE HOME ENHANCEMENT CHECKLIST PROVIDES YOU WITH INSIGHT AND DIRECTION ON HOW TO GET THE MOST MONEY AND QUICKEST SALE FOR YOUR HOME BY MAKING MINOR CHANGES AND REPAIRS.

Breaking it down into 3 simple steps

When selling, it's important to look at your home from a different perspective...the buyer's perspective.

This Home Enhancement Checklist provides you with insight and direction on how to get the most money and quickest sale for your home by making minor changes and repairs. We break it down into 3 simple steps, tidy it up, clean it up, patch it up and add some finishing touches.

Tidy it up!

When a home appears cluttered, buyers can't "see" the home or its potential. By storing items you don't need or use, your home will feel more inviting to potential buyers. When selling a home, less is more.

Clean it up!

A clean home gives the impression that it has been well cared for. Strive to make your home visually and aromatically (smelling good) appealing.

Pro tip: Paint in the can is worth \$70, but it's worth \$1,000 on the wall!

Patch it up!

Minor repairs often become major stumbling blocks for potential buyers. Take away those distractions by fixing minor issues before they become major.

The finishing touches!

The little "extras" make a home feel special. Remember, your home is competing with others in your neighborhood. Make your home stand out!

The Exterior

Tidy it up!

- Mow the lawn and trim trees and shrub away from the house
- Rake leaves, pull weeds and dispose of dead plants, flowers and shrubs
- Store tools and other equipment neatly in the garage or shed

Clean it up!

- Wash windows, inside and out
- Sweep all sidewalks and driveways
- Wipe down lighting fixtures, making sure all light bulbs color match and are working

Patch it up!

- Repair doors, windows and lights
- Repair major cracks in sidewalks and/or driveways
- Repair roof shingles, shutters, gutters, windows, siding and fencing
- Clean up the front/back yards with new sod, plants, flowers and mulch if needed

The finishing touches!

- Add a nice doormat at the entrance
- Add a potted or hanging plant
- Add new house numbers if needed

Additional observations:

The Kitchen

Tidy it up!

- Clear extra gadgets from all kitchen countertops
- Remove all messages, pictures and magnets from the refrigerator
- Clear away any papers, mail or newspaper that may have accumulated on countertops
- Clear sink, stove and countertops of all dishes, pots and pans

Clean it up!

- Wipe down cabinets & polish sinks
- Clean all appliances, inside and out
- Wash kitchen floors
- Air out garbage area with a deoderizer and/or freshener
- Wipe down lighting fixtures, making sure all light bulbs color match and are working

Patch it up!

- Repair any faucet/sink leaks
- Repair any broken appliances
- Repair any non-working kitchen cabinets and drawers
- Patch and paint walls and ceilings, if necessary

The finishing touches!

- Add new throw rug
- Add a plant

Additional observations:

The Bathrooms

Tidy it up!

- Remove any unnecessary items from the countertops
- Organize linen closets, medicine cabinets, etc.

Clean it up!

- Clean sinks, toilets, bathtubs and showers, and make sure they are mold-free
- Polish mirrors and bathroom fixtures
- Wipe down lighting fixtures, making sure all light bulbs color match and are working
- Wash bathroom floor

Patch it up!

- Repair any faucet, sink and/or toilet leaks
- Caulk and grout tile, if necessary
- Patch and paint walls and ceilings, if necessary

The finishing touches!

- Add a scented candle
- Add coordinated towels and accessories
- Add a new shower curtain

Additional observations:

Living Areas

Tidy it up!

- Remove piles of papers and magazines from tables
- Rearrange furniture; discard worn
- Straighten bookshelves

Clean it up!

- Clean and deodorize all carpet, spot cleaning where necessary; wash all floors
- Polish all furniture
- Wipe down lighting fixtures, making sure all light bulbs color match and are working
- Wash window treatments
- Clean fireplace and fireplace glass, if applicable

Patch it up!

- Patch and paint walls and ceilings, if necessary

The finishing touches!

- Display linens on table
- Add fresh flowers, potpourri or a scented candle
- Rearrange pictures to highlight specific areas
- Add lamps if room is dark

Additional observations:

Bedrooms

Tidy it up!

- Straighten children's play area and store extra toys
- Remove extra furniture and rearrange to define areas
- Make closets more appealing by storing seasonal clothes elsewhere
- Be sure all clothes are hung up and not laying around the room

Clean it up!

- Clean and deodorize all carpet, spot cleaning where necessary
- Dust or wash if necessary, window treatments
- Wipe down lighting fixtures, making sure all light bulbs color match and are working

Patch it up!

- Patch and paint walls and ceilings, if necessary

The finishing touches!

- Add decorative pillows to beds
- Add a plant

Additional observations:

Basement & Garage

Tidy it up!

- Organize all areas, family areas, workshop, garden equipment, etc.
- Box up and store or dispose of any unnecessary items and trash

Clean it up!

- Sweep and clean floors
- Remove cobwebs from walls, windows sills and ceilings
- Wash windows, inside and out

Patch it up!

- Make sure furnace, A/C and hot water heater are in working order. Wipe them down if they look dirty outside and inside

Additional observations:

Here Comes a Buyer

Before each showing, be sure to complete these last minute touches to make sure your home stands out and looks great! We recommend re-setting your home each night or morning. You never know when a buyer may want to see your home on short notice. And remember, ***you never get a second chance to make a good first impression.***

Exterior

- Pick up after pets
- Pick up lawn tools, toys, etc. lying around the yard
- Clear driveways and walk areas

Interior

- Open curtains for daytime showings and close curtains for nighttime showings
- Do a quick tidy up
- Play calming instrumental music
- Do a quick tidy up

Additional observations:

Marketing Your Home

MARKETING YOUR HOME EFFECTIVELY IS ABOUT MORE THAN JUST LISTING IT FOR SALE—IT'S SHOWCASING ITS UNIQUE FEATURES TO THE RIGHT AUDIENCE. IN TODAY'S COMPETITIVE REAL ESTATE MARKET, SIMPLY PLACING A "FOR SALE" SIGN IN THE YARD IS NOT ENOUGH.

Our Comprehensive Marketing Strategy.

A well-executed marketing plan creates excitement and urgency, attracting motivated buyers and generating strong offers. We tailor our marketing approach to highlight your home's strengths and ensure maximum exposure across multiple channels.

From professional photography and virtual tours to targeted social media campaigns and networking with other top agents, every strategy we implement is designed to position your home competitively in the market.

Our combination of innovative digital marketing and traditional methods ensures your home stands out to the largest pool of qualified buyers. Our goal is to ensure your home reaches as many potential buyers as possible.

The key elements of a successful listing strategy:

Our experience has shown that implementing key strategies from the very beginning can significantly reduce the number of days your home stays on the market and generate the highest level of buyer competition. Below is a comprehensive list of our recommended steps when listing a home. However, we understand that some sellers prefer more budget-friendly options. With our variety of listing packages, not all services listed may be included in your selected package.

- **Professional Photography and Videography:** High-quality images and videos showcase your home's best features. First impressions often happen online, and stunning visuals can capture a buyer's attention instantly. We work with professional photographers to highlight your home's best angles, lighting, and details, making it stand out in listings and marketing materials.
- **MLS Listing and Online Real Estate Platforms:** Your property will be accurately listed on the Multiple Listing Service (MLS), ensuring maximum exposure to a network of real estate professionals and serious buyers. We also syndicate your listing to major online real estate platforms, increasing the chances of attracting qualified buyers.

- **Social Media Advertising:** We leverage platforms like Facebook and Instagram to reach potential buyers where they spend their time. By using advanced targeting strategies—based on location, interests, and buyer behavior—we ensure your home is showcased to audiences most likely to be interested in your property.
- **Open Houses:** Our professionally organized open houses are designed to create buzz and attract potential buyers.
- **Additional Marketing Elements:**
 - Print and digital open house flyers distributed in the neighborhood.
 - Email marketing campaigns to reach potential buyers.
 - Regular progress updates so you're always informed about the status of your listing.
- **Tracking Progress:**
 - Regular updates on buyer feedback and showing activity.
 - Periodic (usually via Zoom) meetings to review market conditions and adjust strategies if needed.

Showing your home

Showcasing your home is where the preparation and marketing come together to create a powerful first impression. A clean, well-lit, and thoughtfully staged space helps buyers envision themselves living there, increasing the likelihood of strong offers. Key points to remember for showings:

- **Preparation (there is a checklist for showings in the Home Enhancement Checklist)::**
 - Keep your home in show-ready condition at all times. Re-setting each night or morning can keep you from feeling overwhelmed when there is a showing request, especially if you have little children or pets.
- **Buyer Visits:**
 - Be flexible with showing times to accommodate potential buyers.
 - Leave the property during showings to allow buyers to explore comfortably.

Receiving and Negotiating Offers

RECEIVING AN OFFER IS EXCITING BUT REQUIRES CAREFUL REVIEW. BEYOND PRICE, TERMS, CONTINGENCIES, AND TIMELINES CAN IMPACT YOUR SALE. WE GUIDE YOU THROUGH EVERY DETAIL TO HELP YOU SECURE THE BEST OFFER AND AVOID POTENTIAL SETBACKS.

Understanding the Offer

Every offer is more than just a price—it's a combination of terms and conditions that can significantly impact your sale. We're here to guide you through evaluating every aspect of each offer to help you make the best decision. Below is an overview of the key elements we'll review and discuss with you for each offer:

- **Purchase Price:** This is the amount the buyer is offering to pay for your home. Keep in mind that this is the gross amount and does not account for additional requests, often referred to as “concessions,” that the buyer may include. It's important to remember that all of these items are negotiable. Here is a breakdown of some of the concessions you might see in an offer:
 - **Buyer Brokerage Commission:** If the buyer is working with a buyer's agent, they will likely request that you, as the seller, cover their agent's commission. This fee is negotiable; however, if the amount you're willing to offer doesn't fully cover their agent's fee and the buyer cannot pay the difference out of pocket, they may choose to withdraw their offer. We often see these agent fees ranging between two and three percent of the purchase price amount.
 - **Home Warranty:** Many buyer's will ask you to purchase a one year home warranty to protect them in the first year from system, fixture or appliance failures.
 - **Closing costs and Title Fees:** Depending on market conditions, buyers may ask the seller for an amount of money to help cover their buyer related costs such as:
 - Lender fees (loan origination, processing, etc.)
 - Pro-rated property taxes, insurance, mortgage interest, or HOA transfer fees and/or dues
 - Points towards an interest rate buy down
 -

- **Contract Deadline:** There are deadlines in the contract that stipulate when some action or condition, must be met. For the buyer, some of these deadlines protect the earnest money from becoming non-refundable for a period of time. Contract deadlines include:
 - **Seller Disclosure Deadline:** The day and time in which the seller must provide the buyer with:
 - **Commitment for Title** -After completing a preliminary title search, the title company verifies that the seller holds clear ownership of the property and can legally transfer the title to the new owner. This search also ensures there are no existing liens or judgments against the property or the seller. Once confirmed, the title company commits to issuing a title insurance policy at closing, protecting the new owner against any prior claims of ownership, liens, or judgments that may surface after closing.
 - **Seller Property Condition Disclosures form** - The seller is obligated under law and under REPC Section 7(a), regardless of occupancy, to disclose in writing to the buyers, defects in the property and facts known to the seller that may materially and adversely affect the use and value of the property that cannot be discovered by a reasonable inspection or by an ordinary prudent buyer.
 - **HOA Documentation** - HOA documents (if applicable) including CCRs, financials, By-Laws, recent meeting minutes, etc.
 - **Lead-based paint disclosure** - For homes built prior to 1978, the EPA Lead-based Paint Disclosure Rule requires sellers to provide specific information, via the Lead Based Paint Disclosure and Acknowledgement Form, about known lead-based paint and lead-based paint hazards that could be present in the home.
 - **Due Diligence Deadline:** This is the date and time by which the buyer must complete all due diligence tasks, such as property inspections, and notify the seller of any repair requests or concerns that could impact the seller's net proceeds.
 - **Financing and Appraisal Deadline:** By this deadline, the buyer must secure final loan approval and complete the property appraisal. If the appraisal

comes in lower than the purchase price or financing falls through, the buyer must address these issues with the seller before this date to keep the transaction moving forward.

- **Settlement Deadline:** This is the date by which both the buyer and seller must sign and deliver all required documents and submit any necessary funds (excluding loan proceeds) to the escrow or closing office. While this finalizes the paperwork, the official transfer of ownership and disbursement of funds typically occurs shortly after during the closing process.

Negotiation Tips

Negotiation is a crucial step in achieving the best outcome for your home sale.

Here's how we guide you through it:

- Stay open to counteroffers while keeping your goals in mind.
- Prioritize securing terms that protect your interests while remaining attractive to buyers.
- Rely on our expertise to negotiate the strongest terms, ensuring a smooth and successful transaction.

Under Contract to Closing

ONCE YOUR HOME IS UNDER CONTRACT, NAVIGATING INSPECTIONS, APPRAISALS, AND FINAL PAPERWORK IS KEY. WE WALK YOU THROUGH EVERY DETAIL TO KEEP THE PROCESS SMOOTH, PREVENT SURPRISES, AND MEET DEADLINES—ENSURING A CONFIDENT, ON-TIME CLOSING.

NEXT STEPS

INSPECTIONS:

Buyers typically schedule a home inspection to evaluate the property's condition. We help you understand what to expect and how to address any repair requests efficiently. [Refer to the page, for more details regarding Inspection and Appraisal](#)

APPRAISAL:

If the buyer is financing the purchase, the lender will require an appraisal to confirm the home's value. We make sure your home is accessible and well-presented for the appraiser to support your sale price. [Refer to the page, for more details regarding Inspection and Appraisal](#)

FINAL UNDERWRITING:

Usually in the final weeks of the contract period the lender will review the buyer's final conditions of the loan approval. This could include verifying additional financial documents, ensuring the appraisal aligns with the loan amount, and confirming any outstanding requirements. Once complete a final settlement statement will be sent to the buyer for their review and approval. Federal law requires 3 business days must transpire from the acknowledgement by the buyers that they have received and reviewed this final settlement statement.

FINAL WALK-THROUGH:

Before closing, buyers may do a final walk-through to confirm that agreed-upon repairs have been completed and that the home is in move-in condition. We guide you through completing any final tasks to ensure a smooth handoff.

Close of Escrow:

The escrow officer will prepare the final HUD-1 Settlement Statement, which provides a detailed accounting of all receipts and disbursements made through escrow. Both the seller and the buyer will review and approve the HUD-1, and each party will

execute the necessary documents for the transfer of the property. Once all conditions are met, the lender will forward the loan funds to the escrow trust account, and escrow will be “closed.” The escrow officer then disburses funds to the appropriate parties.

RECORDING:

The final step in the process is recording the transaction. The title company will record the Deed of Trust with the county, officially transferring ownership from the seller to the new buyer. At this point, the property is legally yours, and the home buying process is complete.

Home Inspection

Vs.

Appraisal

DETERMINES PROPERTY CONDITION

An inspection is ordered by and completed solely for the individual(s) purchasing the home. It helps determine the condition of the property and its systems in great detail. It is not required by law and is therefore optional.

HOW AND WHEN IS IT ORDERED?

A home inspection is ordered by the buyer and their agent with an inspector of their choosing shortly after the buyer's offer is accepted.

WHEN ARE THE RESULTS AVAILABLE?

Typically the inspection will take place over a scheduled, 3 hour time period. After the inspector completes their work, they will do a walk-through with the buyer to discuss any findings that may be of immediate concern. They will then provide a full report to the buyer usually within 24 hours.

DETERMINES PROPERTY VALUE

An appraisal is required for financed home purchases. It provides the lender with a licensed appraiser's professional opinion of the property's value. This ensures the home's value supports the purchase price before the lender approves the loan

HOW AND WHEN IS IT ORDERED?

Typically a buyer's agent will recommend waiting to order the appraisal until after the home inspection is completed (if the buyer decides to do a home inspection).

WHEN IS THE REPORT DELIVERED THE BUYER AND LENDER?

Typically, an appraiser will schedule a walk-through, and then complete and deliver the appraisal report to the buyer and lender within 5-10 business days after the appraisal has been ordered.

SELLER MOVING CHECKLIST

MOVING OUT INVOLVES MANY IMPORTANT TASKS FOR A SMOOTH TRANSITION. THIS CHECKLIST GUIDES YOU THROUGH CANCELING UTILITIES, PACKING, AND PREPARING FOR THE MOVE. STAYING ORGANIZED ENSURES YOU LEAVE YOUR HOME WITH CONFIDENCE.

4 Weeks Prior

Create a Moving Binder

- This is an organized list of what you'll want to do week by week (insert this checklist)
- Inventory your rooms and make a list of what is essential and non-essential
- Set an area aside for items to be disposed of or donated

Confirm Moving Details:

- Schedule the move with your movers or truck rental, and verify timing and location.

Moving Tips:

- Uhaul's website has some great tips for packing and moving.
- See www.Uhaul.com/Tips/Moving
- <https://www.uhaul.com/Tips/Packing>

**Research Moving Companies
(if applicable)
(3 to 4 Weeks Out)**

Company:

Notes:

Company:

Notes:

Company:

Notes:

Company: Notes:

Notes:

3 Weeks Prior

Pack Non-Essentials:

- Start packing items you don't use daily (books, seasonal items, decor).

Pack valuable items and important documents separately:

- Pack a box of immediate necessities, including toiletries, clothes, important documents, medications, and chargers.

Plan for Pets and Kids on Moving Day:

- Arrange for care or activities for children and pets during the move to minimize stress and distractions.

2 Week Prior

Plan your cleaning strategy or schedule a professional cleaner

- While the Utah Real Estate Purchase Contract (REPC) only requires the home to be left in "broom clean" condition—which simply means swept and free of debris—it's a thoughtful gesture to leave the home in the condition you would appreciate if you were moving in. Taking a little extra time to clean and tidy the space can leave a positive impression on the buyers and help ensure a smooth transition.
- Have a crew lined up to help clean the home the day of you move, or after the move out is complete, depending on the buyer's possession rights in the contract.

Schedule Settlement (when you will sign) with your agent and the title company

- If necessary schedule someone to watch your children during this time

1 Week Prior

Prepare an Essentials Box:

- Pack a box of immediate necessities, including toiletries, clothes, important documents, medications, and chargers that you may need the day you move in.

Transfer Utilities (start of final week):

- City: Electricity: Gas:
- Sewer: Secondary Water: Internet:
- Cable/Direct TV:

Transfer Mail

- USPS:

Confirm Moving Details:

- Reconfirm moving arrangements with your movers or truck rental, and verify timing and location.

Cancel/Stop accounts for any Smart Devices (doorbells, thermostats, etc.)

- Many smart devices will not allow the new owner to set up and activate a new account until the previous subscriber and owner of the device cancels their service. This is usually for privacy and safety. This will also keep you from paying for services you no longer need or use.

SETTLEMENT DAY

- Bring a valid ID to closing and a secondary form of ID (credit card, membership card, etc).
- Hand over all keys, remotes, and codes. Leave all keys in a location that is easy to find and access. The Buyer agent will usually secure one key prior to settlement to give to their client or meet them at the property, one you have moved out.
- Confirm that utilities are still set to be transferred.

POST MOVE

Refer you friends and family and provide us with a 5 Star Review

- We hope you had a 5 Star journey working with us. If so, we would greatly appreciate it if you would write us a 5 Star review on Google or Facebook. Thank you for giving us the opportunity to be your realtors and we hope you'll always come back to us for all your real estate needs in the future.

Thank You

Congratulations, we wish you all the best as you move on to the next chapter in your life. Thank you for letting us be part of your journey.