



*Selling Your
Home*



Summary Overview Your Guidebook for Success

Brandon Thomas, Realtor
801.678.6083

Suzette Smith, Realtor
801.698.4980



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.

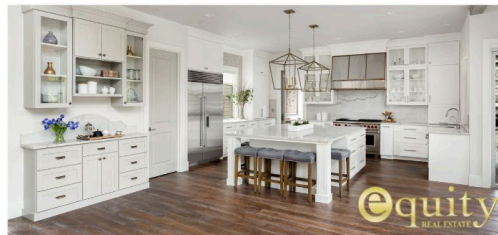
Choosing a less experienced agent or one who simply provides the minimum level of service can lead to a prolonged selling experience, poor negotiations, accepting an offer below market value, or even possibly giving up on the process altogether. We'll help you avoid these pitfalls. While we can't guarantee 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

Our Services

LISTING PACKAGES

	Basic	Select	Premium
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)	◆	◆	◆
Staging, decorating, minor repairs		◆	◆
• Up to 8 hours		◆	
• Up to 16 hours			◆
Virtual walk-through on your listing			◆
Aerial photos			◆
Paid Facebook and Instagram boosts (twice monthly)		◆	◆
Weekly paid Facebook and Instagram boosts			◆
Creative showcase content for social media			◆
Debris and Donation removal (our flatbed trailer)			◆
Just Listed Neighborhood Postcard			◆
Open Houses		◆	◆
• Grand opening (recurring as needed)		◆	◆
• Bi-weekly			◆
Open House Neighborhood Door Hanger (Initial Open House)		◆	◆

Seller's Guidebook for Success

BELOW IS A SUMMARY OVERVIEW OF OUR ***SELLER'S GUIDEBOOK FOR SUCCESS***. THE GUIDEBOOK SERVES AS A COMPANION TO OUR SELLER COURSE, PROVIDING ADDITIONAL SUPPORT AS YOU NAVIGATE THE SELLING PROCESS. SEE THE TABLE OF CONTENTS ON PAGE 3 FOR A PREVIEW OF EVERYTHING INCLUDED IN THE FULL VERSION. IF YOU'RE READY TO BEGIN THE JOURNEY, CONTACT US TO GET YOUR THE FULL COPY!

SIX STEPS TO SUCCESSFULLY SELLING YOUR HOME

STEP 1: PRICING YOUR HOME RIGHT

Setting the right price is the foundation of a successful sale. A home priced too high may sit on the market too long, while pricing too low may leave money on the table.

We use a Comparable Market Analysis (CMA) to evaluate similar homes recently sold in your area, adjusting for differences to determine an optimal pricing range. Pricing strategically helps you attract serious buyers while ensuring your home appraises correctly for financing.

Before listing, we also provide a Net Proceeds Worksheet that outlines estimated expenses—such as agent commissions, title fees, and mortgage payoffs—so you know how much you'll walk away with after the sale.

STEP 2: PREPARING YOUR HOME FOR SALE

First impressions matter! A well-prepared home attracts more buyers and higher offers. Our Home Enhancement Checklist helps you get your property ready by focusing on:

- Exterior: Curb appeal enhancements like landscaping, fresh mulch, and exterior touch-ups.
- Interior: Decluttering, deep cleaning, depersonalizing, and staging key rooms.
- Show-Ready Tips: Keeping your home tidy, well-lit, and inviting for every showing.

By presenting your home in its best condition, you increase the chances of a faster sale at a higher price.

STEP 3: MARKETING YOUR HOME

Marketing is more than just listing your home—it's about strategic exposure to attract the right buyers. Our marketing strategy includes:

- Professional Photography & Videography – High-quality images and virtual tours that highlight your home's best features.
- MLS Listing & Online Promotion – Your home is showcased on major real estate platforms for maximum visibility.
- Social Media & Digital Marketing – Paid promotions and social media campaigns to reach targeted buyers.
- Open Houses & Showings – Professionally managed events to generate interest and urgency.

We tailor our marketing approach to ensure your home reaches the widest audience possible.

STEP 4: RECEIVING AND NEGOTIATING OFFERS

When offers come in, it's important to evaluate more than just price. We guide you through:

- Understanding the Offer – Reviewing terms, contingencies, and timelines to ensure the best possible outcome.
- Negotiation Strategies – Counteroffers, concessions, and terms that protect your interests while keeping buyers engaged.

We handle negotiations professionally to secure a strong deal and avoid potential setbacks.

STEP 5: FROM CONTRACT TO CLOSING

Once under contract, there are key steps before closing, including:

- Home Inspection & Appraisal – Buyers may request repairs or price adjustments based on their findings.
- Final Underwriting – Lender approval and finalizing financing details.
- Final Walk-Through – Ensuring everything is in agreed-upon condition before settlement.

We coordinate each step to ensure a smooth and timely closing.

STEP 6: MOVING CHECKLIST AND CLOSING DAY

The final phase involves:

- Organizing Your Move – Scheduling movers, transferring utilities, and handling final clean-up.
- Settlement & Closing – Signing documents, receiving proceeds, and handing over keys.
- Final Steps – Confirming utilities are transferred and smart device accounts are deactivated.

After closing, we'll provide guidance on your next real estate steps and welcome any referrals for family or friends looking to buy or sell!

What's inside the full version?

BELOW IS THE TABLE OF CONTENTS FOR OUR COMPLETE SELLER'S GUIDEBOOK FOR SUCCESS.

	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