

SELLER'S GUIDE



Connie Rice & Partners
EXPERIENCE THE DIFFERENCE



Connie Rice

864-270-8707

Connie@ConnieRice.com
ConnieRiceandPartners.com



OVERVIEW



YOUR AGENT

- Bio and Reviews

THE TEAM

- Who's in your corner
- What we do for you

SELLING & BUYING

- Options made simple
- New Construction
- Savings

MARKETING & PRICING

- How we market your property
- Where we market your property
- How we price competitively within your market

THE PROCESS

- Listing your home
- Negotiating the offer
- Contract to close

LISTING CONDITION & UPDATES

- Listing updates
- Tips to prepare your home for the market
- Preparing your home before showings



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CONNIE RICE

Experience & Expertise

Credentials

CBR (Certified Buyer Representative)
GRI (Graduate of Realtor Institute)
CRS (Certified Residential Specialist)
Wyatt Institute of Real Estate

Philanthropy

Disabled American Veterans
Cancer Foundation
Give Where You Live SC

Business Achievements

2008-2020 #1 in our Market Center for units & volume
2015-2020 KW Double Platinum Award
2009-2014 KW Platinum Award
1986-2008 Multi-Million Dollar Top Producer

Professional Memberships

NAR
SCAR
GGAR

Business Achievements

#1 in our Market Center for units and volume 2008-2020
2015-2021 KW Double Platinum Award
2009-2014 KW Platinum Award
1986-2008 Multi-Million Dollar Top Producer

Professional Experience

Keller Williams Realty
RE/MAX Realty Professionals
Cothran Sims Barker Real Estate
ERA Joy Real Estate
Rice Properties, Custom Homes, Design Consultant
Daughter of an Air Force Major

When you decide to work with a member of Connie Rice & Partners, you will receive ALL the benefits from our EXTENSIVE EXPERIENCE and KNOWLEDGE of the real estate business and our dedication to our clients.

Our principle motivation stems from our love of helping others.

Since joining Keller Williams as a Mega Agent, Connie has continued to expand her team (group) and her goals. She has grown from a single agent to the sizable mega team she has today.

We strive to maintain IMPECCABLE INTEGRITY in all that we do, and find that this is the backbone of being successful in our business.

Above all else, we want you to remember us for our OUTSTANDING SERVICE!

One important way we do this is by making sure there is someone available to assist you at all times. We maintain a staff 40+ hours per week.



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Connie Rice

The Original Dave Ramsey
Endorsed Local Provider
since 2002

Dave Ramsey's Original ELP



"Having the opportunity to work with Dave Ramsey as his ELP has been so rewarding. Selling or buying a home is often a big factor in a client's Baby Steps. Being in this position enables our team to help fellow Dave Ramsey fans achieve their financial goals in a large, meaningful area of their lives. We look forward to assisting you, and thank you for the opportunity.

In 2002, Dave Ramsey's office launched the ELP program in the Upstate and approached Connie Rice & Partners to interview as the only ELP serving our area here in the Upstate at that time. Initially impressed with Connie's long-time experience in the local market and the team's work ethics, Dave's team quickly learned that Connie and her team were a natural fit for the position. Not only do they practice the Financial Peace philosophy in their business and personal lives, they believe in it.

In 2011, Dave asked Connie Rice & Partners to be apart of an advisory panel, sharing the ELP philosophy & teaching how to best serve Dave's listeners from a first-hand perspective with over 320 attending Realtors from across the country. In 2012, as one of Dave's top 10 ELP's, Connie Rice & Partners received an invitation to visit the Dave Ramsey Studio, enjoy dinner with Dave and his wife Sharon, and to visit with them at their home in Tennessee.

In July 2013, Connie was invited, as one of Dave's top 15 ELP's in the United States, to attend a Mastermind Event at the Dave Ramsey Financial Peace Headquarters.



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What

Connie's Clients

Say...

Connie & Team: Thanks so much for all your help getting my parents settled in SC. Your professionalism is greatly appreciated and your caring attitude unsurpassed. I know who to call and recommend in the future. Thanks again." Cynthia W.

"Very professional and to the point. Our goal was to sell quickly with minimal loss. That is exactly what happened. We knew exactly what to expect."
Bianca G.

"I was glad to know that you were bringing many folks to look at the condo and keeping Gail and me aware of all that was taking place. I want to thank you and your partners for all the help you gave us in selling the condo in Mauldin."
Dene A.

Card from agent: "Connie, Thank you so much for teaching classes and sharing your wealth of knowledge and experience with us. It is so helpful, especially to us new agent, and I always leave encouraged and energized. You are gracious and love what you do, and it splashes onto us. Thank you!"

"Connie and her team did an exceptional job in the purchase of our property. We sent a letter to Dave Ramsey to thank him for recommending Connie as our ELP."
Harry & Cynthia B.

" We were very pleased with the prompt response to our call the immediate listing of our house. We appreciate your availability when we called."
Julie H.

"With my entire experience with your team, I would give you a 100. As things progressed, Connie kept me informed. I could not have asked for any better service. Would I consider using your services again? Indeed I would."
Carolyn B.

Thanks for being so very thoughtful and patient with us! You are truly a special person. We enjoyed our long-term, always in progress, fun adventures with you. The progress really kept us going, and we were always informed on the market availabilities. It made it a much easier and connected process. It just figures, we bought the first home you showed us after how many others! Please stay in touch and stop by any time.
Thank you again for everything."
Bobbie and Bob M.

See many more reviews online!



Connie Rice & Partners
EXPERIENCE THE DIFFERENCE

Thank You!

Why Choose Us?

EXPERIENCE, KNOWLEDGE, AND DEDICATION

In 1986, Connie Rice acted on her dream and began her real estate journey. Over the years, she expanded from a single agent to a successful team, composed of master negotiators and a full-time staff of listing, closing, lead and marketing specialists.

Our team has been mentored, trained and coached to give them the best and most up-to-date knowledge of negotiation, client service, market awareness and innovative technology. We always strive to keep your goals in mind, and we have an obligation to act in your best interest. We are diligent in helping you find the right home, and use professional skills to negotiate the purchase, providing support to you throughout the entire transaction.

YOUR NEEDS COME FIRST

Full-Time, professional Realtors utilize a team approach, resulting in Full-Time client service FOR YOU

Full-Time Real Estate Servicing Specialists, All Cross-Trained in Marketing, Prospecting, Listing & Closing Duties

The PROOF is in Our Numbers

These numbers depict not only the trajectory of our business, but the expertise, dedication and commitment that you will receive.

1986-2008 Multi-Million Dollar & Top Producer
2009-2014 Keller Williams Platinum Award
2015-2021 Keller Williams Double platinum Award
2008-2020 #1 Team in our market center in units and volume

#1

In our market center in units & volume 2008-2020

36

Years in business

150+

Clients successfully helped close in 2021

49%

Business from repeat clients & referrals in 2021

6

Different Designations held by our team



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OUR TEAM

The Connie Rice & Partners

TEAM ADVANTAGE

Our commitment to service is what really sets us apart from the rest.

YOUR NEEDS COME FIRST

- Rapid Response time to all buyer inquiries
- Agent-on-call at all times, 7 days a week
- Full-Time, professional Realtors utilizing a team approach resulting in full-time service for YOU
- Full-Time real estate service specialists, all cross trained in: Marketing, Prospecting, Listing, and Closing duties
- Internet-focused marketing- 350+ Top Real Estate Sites!
- 2500+ Contracts negotiated and successfully closed
- \$220,000/year average spent on Marketing, Advertising, and administrative salaries
- Hotel discounts negotiated for you to use anytime, not just during a move
- Extensive knowledge of financial programs to help you move seamlessly, even during a tough market
- Extensive knowledge of new home construction, to help you navigate and negotiate this in-demand buying option

OUR TEAM

Keller Williams was built on a simple, yet revolutionary principle:

People are what matter most.

To help cement this understanding, we've formulated a brief system that guides how we treat each other and how we do business.



WIN-WIN

Or no deal

INTEGRITY

Do the right thing

CUSTOMERS

Always come first

COMMITMENT

In all things

COMMUNICATION

Seek first to understand

CREATIVITY

Ideas before results

TEAMWORK

Together everyone achieves more

TRUST

Starts with honesty

SUCCESS

Results through people



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It would be difficult to find another residential real estate team in the Upstate who can guarantee this level of commitment and professionalism regarding the sale of your home and promotion for your listing!

OUR TEAM

The Connie Rice & Partners

TEAM OF REALTORS[®]



JOSEPHINE OLSON
Senior Partner
Team Manager



DON SWEARINGEN
Senior Partner
ABR, GRI, e-Pro



CHUCK HUST



LAURI COLLINS



**MADISON
PRESTWOOD**



CONNIE RICE, FOUNDER
CBR, LHS, GRI, CRS



CASEY OWENS



CHASE BREHM



ALYSSA BLACK



MADISON GRICE

The Connie Rice & Partners

SUPPORT STAFF

OUR TEAM



**HOLLIS
YEARWOOD**

Listings Specialist, Closing Coordinator & Accounting
Listings@ConnieRice.com
864.201.5297

Member of the Connie Rice team since 2013
Upstate SC Native
Licensed Agent since 2015
Degrees in Business & Economics (USC Upstate) and Accounting (Furman)
Finance/Loan approval background

- Main point of contact for our sellers once they are listed.
- Enters and maintains listings in MLS and other marketing sites.
- Keeps sellers informed of the listing process.
- Assists with other aspects of the team's business, including budgets and payroll.



**PAM
LANDRETH**

ISA/ Inside Sales Agent, Licensed professional since 1999
ClientServices@ConnieRice.com
864.616.1343

Member of the Connie Rice Team since 2013
Native of Greenville SC
Sales and Real Estate Experience

- Works with potential buyer and seller clients by answering questions and streamlining the process.
- Stays in touch with potential clients to let them know we are ready to help when they are ready to move forward.
- Pairs clients with the right team agent when the time comes to list or purchase.



**JENNIFER
YATZECK**

Database manager, Marketing, and Agent support
Jenn@ConnieRice.com

Member of the Connie Rice team since 2015
Greenville SC resident since 1997
30+ years of customer service background

- Maintains all the teams databases, ensuring past and present clients remain top-of-mind.
- Assists with developing and implementing the team's marketing material and social media marketing strategy.
- Assists our team's agents with key aspects of their business.
- Maintains the team's websites.

CLOSING SPECIALISTS

LAURI COLLINS

Lauri@ConnieRice.com
864.360.1620

HOLLIS YEARWOOD

Listings@ConnieRice.com
864-201.5297

This is an essential and value-added service. Your closing specialist is a licensed agent and works diligently through this time-sensitive process to ensure the details are completed and all parties are kept informed. Partnered with your Realtor, your needs are their top priority, and together, tis team ensures your experience is always professional.

Selling & Buying

OPTIONS MADE SIMPLE

Today's real estate market is very different. Home inventory is at an all time low across the country. In order to stay competitive you'll want a game plan. Here are some options that we've put together for you to consider if you'd like to buy before selling. We will go over them in detail if needed, and guide you through the process.

LEASE-BACK

Close on your home, then rent from the new owners until you close on your next home.

FIND AN INVESTOR

Similar to the lease-back option, but the buyer is looking to keep renting out your home after you move out.

DELAYED CLOSING

Stipulate a closing that is 60 days from original contract date to give you time to find and close on your next home.

SHORT-TERM HOUSING

Stay with family, friends or find a short-term rental between moves.

RIBBON

- Empowers you by turning your offer into an all-cash, non-contingent offer.
- Offers a flexible move-in option that allows you to move in right away

KNOCK

- Empowers you by turning your offer into a non-contingent offer.
- No rent, only pay one mortgage at a time
- List your home after moving and get a possible advance on equity for improvements



**ONLY MOVE ONCE.
BUY.
THEN SELL
OPTIONS**

How we help with NEW CONSTRUCTION

FREE REPRESENTATION

Buyer representation is provided to you at no cost and can help you negotiate in pricing.

KNOWLEDGE

We bring this knowledge to the table along with a market analysis, expertise, and advice.

NOTHING TO LOSE

If you do not hire a qualified realtor to represent you, the price of the home will not be reduced.

LINGO

We know how to speak in a "sales language" to the onsite sales representative and "construction language" to the manager or superintendent overseeing the new construction.

EXPERTISE

We can remind you to inquire about a variety of things with a new home construction. We can clarify details of a construction process, appraisal, contingencies, builders warranty, potential issues in construction, down payment, inspections, financing and much more.

MARKET ANALYSIS

This is especially important when the real estate market changes and there might be information you should take into consideration before deciding on a new community or new construction.

COST

Your buyer's representation will be covered by the builder. It's important to visit new communities with your agent or disclose that you have your own buyer's agent. This will protect your right to FREE representation later on.

ADVICE

We will provide you with objective advice on a number of issues concerning the purchase of a new construction. Your buyer's agent acts as an exclusive advocate during the sale and can often provide you advice that can help you navigate the complicated process.

CONTRACT ASSISTANCE

We will assist you with the pricing, terms, and conditions of a contract. This assures your understanding of the new construction process and allows you to make educated decisions.

EASE

We will allow you to engage the buying process with a clear, stress-free mind and attitude that would otherwise be stressful, complex, and heavy. We help explain everything from the start of the buying process to well after the sale, often helping new home buyers with every angle of their purchasing experience.



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Savings!

KELLERMortgage™

You're in good hands

If you are buying a home with a Keller Williams agent or buying a Keller Williams listing, you are eligible for the ZeroPlus loan program and all the benefits that come with it.

ZeroPlus KELLERMortgage

- Zero lender fees
- Plus \$1,000 credit at closing
- Plus a discounted rate



This table demonstrates where cash savings for consumers are achieved when using Keller Mortgage

	\$250,000 Loan		\$500,000 Loan		\$750,000 Loan	
	Keller Mortgage	Typical Lender	Keller Mortgage	Typical Lender	Keller Mortgage	Typical Lender
Origination Fee	\$0	\$2,500 (1%)	\$0	\$5,000 (1%)	\$0	\$7,500 (1%)
Processing Fee	\$0	\$625	\$0	\$625	\$0	\$625
Underwriting Fee	\$0	\$875	\$0	\$875	\$0	\$875
Total "Junk" Fees	\$0	\$4,000	\$0	\$6,500	\$0	\$9,000
Credit for Closing Costs	-\$1,000	NONE	-\$1,000	NONE	-\$1,000	NONE
Cash Savings with Keller Mortgage	\$5,000	NONE	\$7,500	NONE	\$10,000	NONE
Note Rate	4.5%	4.5%	4.375%	4.375%	4.25%	4.25%
APR	4.522%	4.608%	4.386%	4.472%	4.258%	4.343%

SAVINGS

HOTELS

When you work with Connie Rice & Partners you have access to local hotel savings for as long as they are available to us. Use them for yourself during your move, while your home is open to showings, for your family and friends coming to visit or even a stay-cation!

Just ask for the Connie Rice/Keller Williams corporate rate when booking directly with the hotel.

OUR CURRENT HOTEL LIST:

- Westin Poinsett by Marriott
- Embassy Suites Riverplace
- Hampton Inn & Suites Greenville-Downtown-Riverplace
- Courtyard by Marriott Greenville Downtown
- My Place Hotels Greenville (Extended Stay)



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MARKETING

Marketing

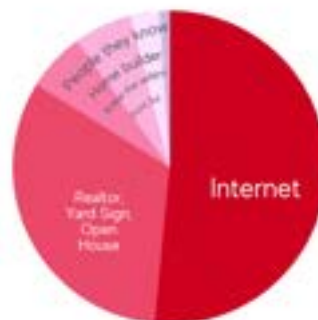
MLS LISTING- INTERNET FOCUSED

Your property will be listed in the local MLS (Multiple Listing Service), effectively hiring over 4000 Realtors to help us sell your home, as well as being automatically syndicated to thousands of websites. If you do not want it in the MLS, speak to your Realtor about office exclusive marketing instead.



OPEN HOUSE

Open Houses are marketed through MLS and social media, inviting active buyers to view your home personally. Our skilled agents are there and ready to show your home's best features!



How buyers find the home they purchase
NAR profile 2018

EYE-CATCHING YARD SIGN

Along with directly advertising your home to those buyers who may be looking in your specific area, our signs also have their own 800 number that they can call for more information. This is a paid system that we use to track all calls and to target our advertising more effectively. The caller's number is directly sent to our agent on call, who will try to quickly connect to these buyers right away. Your sign may not sell your home, but skilled buyer prospect conversion will.

AGENT ON-CALL 24/7

We believe in having someone ready and available to answer questions from prospective buyers. We have one of agents on call from 9am-9pm, 7 days a week. They are ready to provide accurate information about your listing via phone or email and never miss a buyer opportunity.



PAID, BOOSTED SOCIAL MEDIA ADS

We leverage social media to highlight our upcoming and new listings, which may include onsite videos and special posts, including upcoming open houses.

YOUR LISTING, AMPLIFIED

When you list with us, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites, and approximately 80,000 individual sites.

OUR TEAM'S WEBSITE

Your property will be featured on our team's website, which is boosted with paid ad campaigns and search engine optimization for maximum exposure.

MASS MOBILE MARKETING

When you choose to work with us, your home will be listed on our mobile app, and will be put in the hands of millions of buyers!

HIGH QUALITY: PHOTOGRAPHY, MATTERPORT, AND/OR DRONE

Crisp, clear photos will make your property pop online and maximize visual appeal. We work with highly qualified professionally trained real estate photographers who specialize in making your house look its absolute best. Matterport takes this a step further to enable prospective buyers to view your property in 3D and provides them an interactive experience. Drone photography and video is great for large estates to capture a birds-eye 360 degree view.

After your custom marketing consultation, your Realtor will determine which of the services will be recommended.

Market Value

THE TRUE MARKET VALUE OF YOUR HOME IS:

What a buyer is willing to pay for the property based on the number of competing homes.

AND BASED ON:

- Today's market and competition
- Today's financing
- Today's economic conditions
- Location
- Normal marketing time
- The buyer's perception of the properties condition

ON A SCALE OF 1-10, HOW TO MAKE YOUR HOME A 10

- Top condition
- Show ready
- Priced correctly
- Offer good terms

THE TRUE MARKET VALUE OF YOUR HOME IS NOT:

- What you have in the home
- What you need out of it
- What you want
- What it appraised for
- What your neighbor's home sold for
- What the tax office says it's worth
- How much it's insured for
- Based on home prices where you're moving
- What Zillow says it's worth

MARKET PERIOD WARNING SIGNS

Realtor Elimination

If Realtors are not pre-viewing it or showing it, then they are eliminating it

Buyer Elimination

If it is being shown with no results, the buyers are finding better properties to buy, therefore eliminating the property



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Pricing

WITHIN THE MARKET

WHEN WE PRICE, WE CONSIDER:

- Homes similar to yours in size, price, range, and age
- Your area competition and how many months of inventory currently exist
- The best price to reach 2 pricing brackets (for online searches)
- What new construction in your area can be purchased for
- Where you fall price-wise within the competition

PRICING YOUR HOME ACCORDING TO BRACKETS

Pricing has to be considered so that you can be in more than one price bracket.

Buyers search in price brackets, therefore, it is better to be priced at \$250,00 vs. \$249,900. This way, you appear in searches for homes priced from \$200,000-\$250,000 and \$250,000 to \$300,000.



THE PROPER BALANCE OF THESE FACTORS WILL EXPEDITE YOUR SALE

PRICE

If the property is not properly priced, a sale may be delayed or even prevented. Our comprehensive market study will assist you in determining the best possible price.

LOCATION

Location is the single greatest factor affecting value. Neighborhood desirability is fundamental to a property's fair market value.

CONDITION

Property condition affects price and speed of the sale. Optimizing physical appearances and advance preparation for marketing maximizes value.

COMPETITION

Prospective buyers are going to compare your property (both condition and price) to the other listings around your neighborhood. Those buyers will determine value based on properties that are listed or have recently sold in the area.

TIMING

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and market strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.



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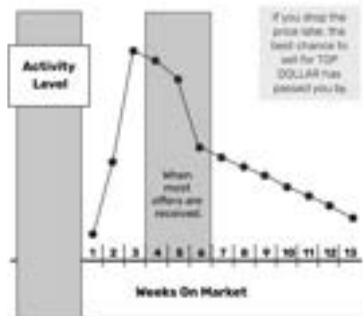
Price COMPETITIVELY

PRICING

THE FIRST 30 DAYS ARE CRITICAL!

The right price is important.

- A property generates the most interest within the first 30 days of hitting the market.
- The number of showings are greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity. Many homes that start high **end up selling below market value.**



A GENERAL RULE:

If you've been listed for 2 weeks and haven't had any inquiries or showings, you're priced too high.

If you've had 10 showings, and no offers, you're priced too high.

ARRIVING AT YOUR LIST PRICE

We give examples of the competition, both active and recently sold. We explain the pros and cons of listing under, at, and above our suggested price. Every home is different, and all factors must be taken into account.

OVER MARKET VALUE

- Use if you must receive a certain dollar amount for your home
- Very few showings, if any
- Sits stagnant on the market; takes much longer to sell than other comparable homes
- There's a chance the home will not "appraise out" by the buyers lender

AT MARKET VALUE

- Buyers recognize a well-priced home
- No issues with buyer appraisals
- Found easier in buyer searches
- Usually brings in buyers
- May not bring in multiple offers

BELOW MARKET VALUE

- Quick sale
- High chance of producing multiple offers
- May produce higher offers than list price
- Generates high interest levels among buyers and agents
- Risk having to sell at a lower price if the market is not robust enough

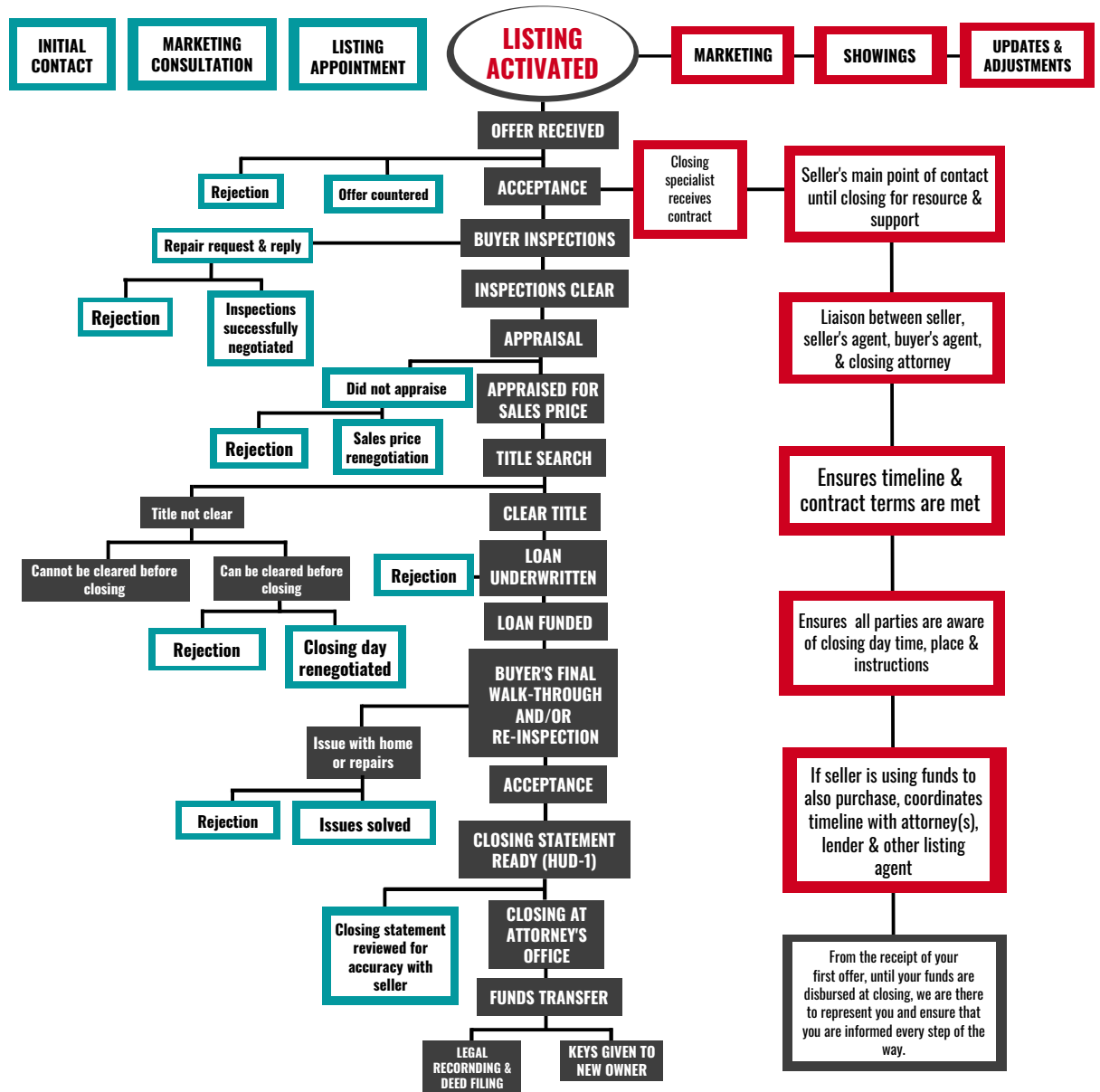


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The Process

THE PROCESS



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YOUR REALTOR'S DUTIES

YOUR CLOSING SPECIALIST'S DUTIES

The Process

IN THE BEGINNING

Marketing Consultation

Meet with one of Connie Rice & Partners Realtors to:

- Receive Answers To Your Questions
- Review the Market
- Review Competition
- Discuss Pricing
- Discuss Staging
- Discuss Possible Repairs

Once a listing price is agreed upon, the listing process starts:

WEEK ONE

Listing Appointment

- Paperwork signed and process explained
- Details, measurements & photos of the home taken
- Copy of the key obtained
- Your property will be published within the local Multiple Listing Service (MLS) and Keller Williams Listing Service
- The sign will be placed in your yard and a lockbox will be put on your door
- Your listing will set up with our showing service
- After a few hours, your listing will be syndicated to thousands of websites
- Your listing will also be posted to our team's website and Social Media pages.

ACCORDING TO THE NATIONAL ASSOCIATION OF REALTORS:

IF YOUR PROPERTY IS NOT SHOWN FOR 2 WEEKS, OR YOU HAVE 10 SHOWINGS WITH NO OFFERS, YOU NEED TO REDUCE THE PRICE.

If we are in the correct price bracket, the showing requests should begin to start coming in. As our buyer's agents and other agents start to show the property, it will register on the electronic lockbox as they come into your property. After the showing, the agent will automatically receive a request for feedback, and you will receive this when they respond.

If the agent indicates that their buyer has additional questions or is interested in a second showing, we step in and contact the agent to see what we can do to get the buyer on paper.



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The Process

WEEK TWO AND ON

Weekly Updates

Our **Listing Specialist** will be your main point of contact for updates.

- Showing Updates
- Feedback
- Number of sign calls or other inquiries
- Assistance with any new paperwork
- Coordination of any listing activities, necessary service provider entry, etc...

If we have done our work, and the house is presented and priced properly, then we should get a contract in a couple of months or less since we will look like the best buy.

OFFER

When an offer comes in, we will email a copy of it to you, along with the specifics of the offer, and will follow up to discuss the offer with you in detail.

YOUR FIRST OFFER IS USUALLY YOUR BEST OFFER!

NEGOTIATIONS

If necessary, we will verbally negotiate with the other party (through their real estate agent) to help you arrive at terms that are acceptable to you. We will write the counter offer, and once all selling and buyer parties have accepted and signed, you'll be under contract.

CONTRACT

Once you have a purchase contract on your home, our **Closing Specialist** will be your main point of contact. She will be the liaison between you, the buyer's agent, and the attorney's office. Should you have any questions or need assistance from this point on, she will be your go-to person.



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The Process

CONTINGENCIES

The contract will contain certain contingencies for the buyer(s) to perform their due diligence, i.e. obtain satisfactory financing, inspections, insurance, etc. We will monitor the appropriate time frames to ensure these milestones are met.

Inspection

The buyer's agent, along with the buyer, attends the inspection. While this is being done, you should plan to leave the property for the scheduled inspection time (usually a couple of hours).

Repair Negotiations

If repairs are required, we will assist you with any related negotiations. You will receive a copy of the buyer's home inspection report(s).

Buyer's Financing/Appraisal

We will communicate with the buyer's lender and agent to ensure the buyer has made a timely loan application and that the appraisal is ordered. We will notify you should there be any unforeseen issues.

Final Walkthrough

Either the night before, or morning of closing, the buyer will walk through the property to make sure that the home is in the same condition as when they made the offer and to check that any negotiated repairs have been completed.

CLOSING

Our closing specialist will maintain ongoing communication with you from contract to close. She will make sure you know your contractual responsibilities, timeframes, and deadlines. She will also notify you when the closing has been scheduled, so you'll know when and where you need to be, and what you need to bring with you.



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Seller Tips



SELLER'S ADVANTAGE PLAN

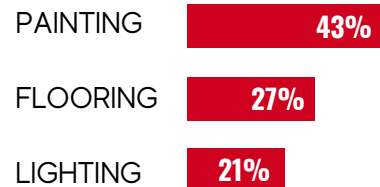
- STAGING
- DECLUTTER & DEPERSONALIZE
- VIRTUAL STAGING
- PAINTING
- PRO CLEANING (\$250-\$400)
- FLOORING
- PHOTOGRAPHY (\$150)
- PRESSURE WASHING
- DRONE PHOTOGRAPHY (\$200)
- LANDSCAPING
- 3-D TOUR & VIDEO (\$300)
- CERTIFIED APPRAISAL
- PRO MEASUREMENT(\$175)
- HOME INSPECTION
- CARPET CLEANING (\$200)
- HOME WARRANTY

prices are approximate

UPDATES

A fresh coat of paint can completely change the feel of any space from "eh..." to "aah!" There are a few high-impact updates that might be worth considering for your home depending on it's condition, price point, and competition. I can help you determine if any of these popular updates are right for your property.

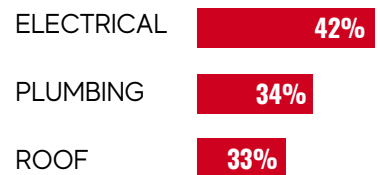
MOST COMMON UPDATES:



REPAIRS

One in three sellers know there's a problem that is bound to come up under inspection, such as a leaky faucet, stuck window, or worn shingles. It can be a good idea to make these kinds of repairs before putting the house on the market.

MOST COMMON REPAIRS



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1 out of 3 sellers make repairs to prepare the property for sale

3 out of 4 spent \$3,500 or less on repairs



Seller Tips

THE WAY YOU LIVE IN A HOME & THE WAY YOU SELL A HOME ARE 2 DIFFERENT THINGS

To get top dollar, it is important to know about the factors that influence the value of your home. If you don't, you could lose thousands of dollars despite great marketing. **That's why we've prepared this fail-proof list of simple, quick, and inexpensive things you can do to prepare your home for sale.** 2 things you can do to get top dollar are:

- Get control of your personal emotions about your home.
- Place yourself in the buyer's shoes. Look at your home the way they would, and make it appealing in the right areas.

We know that putting your "homeowner emotions" aside may be tough to do. It's the place where you hold countless memories. It would be no surprise that selling your home may involve a bit of sadness, fear, or even excitement for the next move in your life... we get it. After all, this isn't just a "thing" you're selling, it's your HOME! However, these emotions can get in the way of a prudent sale.

THERE'S NO DOUBT ABOUT IT: FIRST IMPRESSIONS COUNT WITH BUYERS

Overall, buyers are looking for a home that looks clean, neat, and well-maintained. By addressing exterior issues, you immediately give a potential buyer a positive first impression.

Here's an idea to get started: Drive up to your home and put yourself in a potential buyer's shoes. Make a list of items that need attention. Below are some important things to note:

- Clean up the yard, driveway and walkways by removing leaves, debris, or litter. Sweep, hose off, or pressure wash walkways if necessary.
- Rake leaves, trim shrubbery and trees, cut the lawn, plant flowers, and add mulch.
- Touch-up exterior paint if necessary, pressure wash if needed, and make sure the exterior looks clean and fresh.
- Clean and organize the garage, check for oil stains, rust stains, and get rid of clutter
- Pay attention to your front door, mailbox, entry hardware and doorbell.
- Clean the gutters and extend the downspouts to prevent flooding or basement water seepage.



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Seller Tips



INSTANT TURN-OFFS

Potential buyers are much more likely to return to a home that impresses them at first glance, while homes that appear disorderly or poorly maintained seldom sustain a buyer interest.

If your home has any of these issues, correcting them will greatly improve your home's first impression on the buyer.

HOME ODORS

Because homeowners become desensitized to the odors in their homes, they rarely realize how obvious odors can be to visitors. This is particularly true of pet owners and smokers.

CARPET AND FLOORING

One of the most visible areas of your home is your flooring. If your carpet is worn or dirty, replace it or have it professionally cleaned. If you have vinyl flooring with curling corners, glue it down.

Special note: Replacing flooring in a small area with high-quality flooring can bring in a higher price.

PAINT AND WALLS

Paint is one of the least expensive ways to "spruce-up" your home. Consider painting outside trim and interior walls and doors.

CLUTTER

Excess clutter is a BIG buyer turn-off. You have to move anyway, so you might as well pack away items that make your home feel good to you, but turn off buyers. This includes knick-knacks, accessory furniture pieces, pictures, wall hangings, plants, etc...

SIGNS OF PESTS

If you have any sign of mice, rats, roaches, spiders, or bees, you should immediately contact a local pest control company and have them eliminated.

There's no better way to SCARE off potential buyers! Spider webs can be easily removed with a broom. If your home is vacant, regular visits may be needed to remove dust and cobwebs.

LANDSCAPING

If your landscaping is messy, overgrown, or looks cluttered in any way, you need to fix it. Buyers make positive or negative conclusions about your home within the first 5 minutes. Don't lose the battle before you've even begun.



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Pre-Listing

HERE'S A LITTLE-KNOWN SECRET:

People buy homes based on the EMOTIONAL FEELINGS they get from the home.

They fall in love, for example, with the kitchen or master bedroom. Or perhaps the roaring fire in the family room fireplace touched off an old memory.

While they're viewing your home, they're visualizing in their mind's eye what it would be like to live there - the backyard barbecues they'll host, Sunday dinners with family, college graduation celebrations of their children, or simply relaxing in the backyard hammock.

It's all about emotions, and if your home doesn't feel right to them, they will quickly lose interest.

Once a decision to buy is made, we usually justify our purchase with logical reasons. By dressing the interior of your home right, you'll encourage your buyers to stay. People buy with their eyes, ears and noses, and the longer they stay in your home, the greater likelihood of an offer.

If you tour a model home, you'll notice the home will be spacious and bright. Here's a checklist that will provide you with the same advantage.

Remember, you will be moving out anyway, so go ahead and pack away anything that clutters any rooms in the house.

CHECKLIST

- The entryway: Make sure it's in great condition with fresh paint and clean floors. This contributes greatly to the first impression.
- Clear the stairs and halls of clutter and excess furniture (anything that you can live without until you move).
- Clear counters in the kitchen and bathrooms.
- Make your closets and storage areas neat and tidy.
- Clean lighting fixtures, replace all burned-out light bulbs, and clean all windows, shades and blinds.
- Oil squeaky doors, tighten doorknobs, clean and repair ALL windows and repair leaking taps and toilets. Look for chipped paint and cracked plaster or drywall that need repairing.
- Deep clean: Everything. Don't forget your appliances, flooring, door jams, fireplace, behind furniture and appliances, freezer, exhaust fans, cabinets (inside and out), window sills, and window treatments. Hire a professional cleaning service if needed. The money you spend on these areas will come back to you in the purchase price.
- Repair imperfections in flooring, walls, grout, caulk, handles, cabinet door pulls, loose tiles, wallpaper, trim, and ceilings.



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BATHROOMS AND KITCHENS ARE SOME OF THE MOST INFLUENTIAL AREAS OF A HOME. SPENDING A SMALL AMOUNT OF MONEY IN THESE AREAS FREQUENTLY NETS YOU MANY TIMES YOUR INVESTMENT.

Pre-Showing

THE RIGHT WAY TO SHOW A HOME:

- Turn on ALL lights. Illumination is like a welcome sign.
- Open all drapery and bring in as much natural light as possible. Buyers love light homes. Anything you can do to brighten your home will help.
- Turn off any radios and TV's. Occasionally, very soft background music can enhance a showing. Generally, no music at all is your best bet.
- Plan a pleasant aroma. Cinnamon sticks or vanilla boiled in a pot of water on the stove emit pleasant aromas and make a home smell inviting. Apple and cherry wood smoldering in a fireplace do the same. Baking apple pie or fresh bread offer pleasant smells that can override other odors your home may have.
- Keep pets out of the home during showings. It's best to keep them out of the home for an entire day before an open house.
- Go away during organized showings. There's a crowd when your home is being shown. The only exception to this rule is if you have specified knowledge about features of the home a Realtor cannot answer. In most cases, do not stay.
- Save utility bills. Buyers frequently have questions about costs of owning a home. If you have past utility bills, you will greatly increase your credibility and help provide precise answers to important questions. Save electric, gas, water, oil, sewage, and waste management bills.
- If you completed any substantial work on your home, save the receipts and ONLY take them out if someone questions the value of the work performed (in the negotiating process). Many times, extra work will increase the value of your home beyond your costs. Only use the receipts if you need support to justify the work that has been completed.

DO NOT:

- Volunteer conversation. Be courteous, but don't force conversation with a potential buyer. They want to inspect your home, not make a social call.
- Tag along. It makes buyers fearful and uncomfortable. The showing Realtor knows the buyer's requirements and can better emphasize the features of your home. They will call us with questions if needed.
- Negotiate during a showing. Let your Realtor discuss price, terms, possessions, and other items with any potential buyers. If any negotiations arise prior to an offer, politely request the buyer to submit an offer and you can consider it.



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Listing Appointment

If you are receiving this Guide ahead of time, the following is a list of items that we will ultimately need when you decide to list with our team. If you can have these available in time for your appointment, we can provide you with a more streamlined experience. We've also included a handy information page.

- **Appraisal** (Even if it's an old appraisal, it still contains valuable information)
- **Survey** (A survey with your home shown in the drawing)
- **HOA Information** (Homeowner Association contact information)
- **Restrictive Covenants** (For your subdivision or neighborhood)
- **Utility Companies** (List of companies currently being used)
- **Gate Codes** (If applicable)
- **Spare House Key** (For the lockbox)
- **Special Assessments** (If applicable)
- **Mortgage Statement** (We need the most recent paid statement to provide to your closing attorney once under contract)
- **POA or Corporation Docs** (Any Power of Attorney document that you may have giving you the right to sign for someone or they, for you. If the property is owned by a company, we will need your Corporation documents)
- **List of Updates** (List approximate date or year)
- **Liens or Judgements** (Name and contact numbers for any liens or judgments, if applicable, that would affect the title)
- **List Any Known Problems** (With the surrounding area or to this property)

SELLER'S DISCLOSURE

Review and fill out all you can. We can discuss any questions you may have. Do not sign or date until you have selected a list date.

SHOWING INSTRUCTIONS

You will need to leave the property during showing appointments, so consider your daily schedule related to possible showings (children's nap times, pet arrangements, etc.) How much notice would you like to have? 2 hours? 4 Hours? Making your home available for appointments is important, however the scheduling must be manageable for you as well.



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Home Info Sheet

Electric Company _____

Gas Company _____

Water Company _____

Trash Service _____

Internet Provider _____

HOA Contact Info _____

Alarm Info _____

Gate Code _____

Showing Instructions _____

Important notes from the homeowner



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Thank you for giving me the opportunity to discuss with you the benefits of allowing our team and I to service your real estate needs. We believe that quality blended with excellent service is the foundation for a successful business relationship.