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SELLER'S GUIDE

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SELLER'S GUIDE

Whether it is your first time selling or you are a seasoned homeowner, selling your home can be an intimidating process, but it doesn't have to be! That's why we're here, to help you in every step of the way and show you what to expect, so you aren't left confused about what happens next.

When deciding who to hire as an agent, know that **Tyler Clark** is here to assist you. When you work beside Tyler Clark, you're working with an agent with expertise in marketing and innovation. We will listen to your needs and goals, and determine the best plan to get your home sold quick, and for the most money. We are here to stand beside you, every step of the way.

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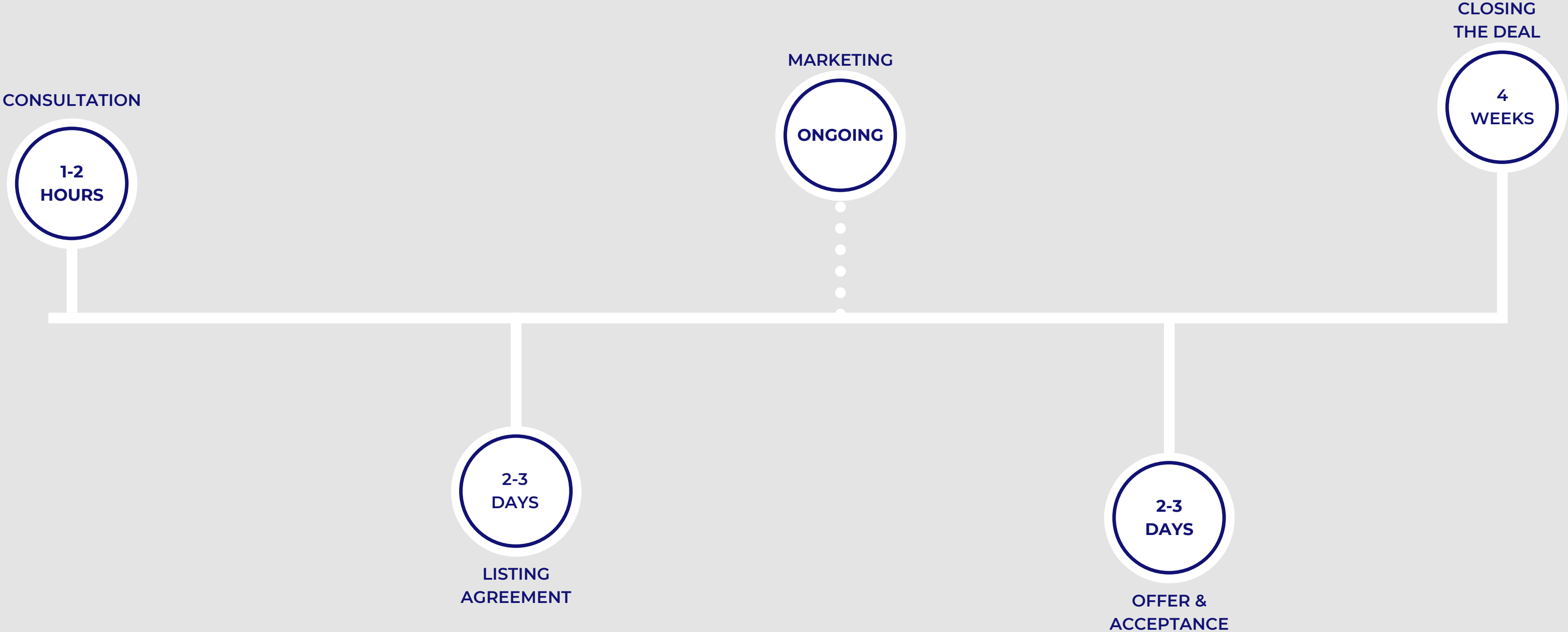
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ROADMAP TO SUCCESS



The Selling Process.

Consultation.

Choosing the right seller's agent is the most important part of the process. Interviewing multiple agents that align most with your goals and expectations will save you in the long run. You want an agent that you can trust, one that will best advocate for you. It's important to hire someone that you feel comfortable with, but make sure you set expectations during the interview process.





Hire an Agent.

Once you've chosen an agent, you'll likely be presented with a listing agreement. The agreement, which you and the agent will sign, will determine commission, length of time your property is listed for, and any details about the property that will be marketed.

Prepare your home to list.

Getting your home ready to list is the most crucial step in the selling process and an important factor to determine how much your property will sell for. Preparing it well can present you with higher offers, doing it poorly won't attract the right offers and turn away potential buyers.

The first step is to declutter, clean, and repair. Remove all personal items like family photos and toys should be packed in boxes and out of sight. Hiring a professional cleaning crew is a great investment, all surfaces should be wiped down and polished. Remove furniture that's overly worn or pieces too large to that don't focus on the focal point. Lastly, make sure all appliances are in good working order, nothing turns away a buyer faster than broken appliances.





Get ready for pictures!

Something as simple as a fresh coat of paint can transform the look and feel of a home. Remove all oversized and bulky furniture, and replace with furniture that won't make the space feel cluttered and claustrophobic. Professional stagers can transform the look and feel of your home to make it look like something straight out of HGTV. If professional stagers don't fit your budget, no problem, virtual staging is also an option.

Marketing your home.

Once you have cleaned, painted, and staged your home you are ready to take pictures! While you may think you're great at taking photos on your iPhone, hiring a professional photographer is a worthwhile investment! Determine what aspects of your home you want to showcase, is it the wine cellar, architectural styles, or mountain views? Many agents have photographers in their network that they will recommend.



Marketing your home

Pt. 2

During this process, you and your agent should sit down and determine your marketing strategy. Write out a schedule for open houses and showings, your pricing strategy and where your home will be listed. How exactly will your agent market your property? By traditional newspaper and magazine? Social media? Popular listing sites?

Another thing to consider, sometimes homes or land have unique stories or history attached with them. This is an excellent tool to utilize in their marketing efforts, so make sure to tell your agent early on in the process so they can determine how they will incorporate it into their marketing.



Receiving Offers

Receiving an offer on your listing is the most exciting part of the process! Remember to remain sensible when you receive offers, know that one offer doesn't mean future offers will be higher or lower, every buyer will be different.

Counter Offers

The ball is in your court. Even if you receive an offer that you don't like, you have the option to negotiate to the terms and contingencies you want. Your agent should be an expert negotiator, advise with them to determine what counter offer would be the best on your terms.

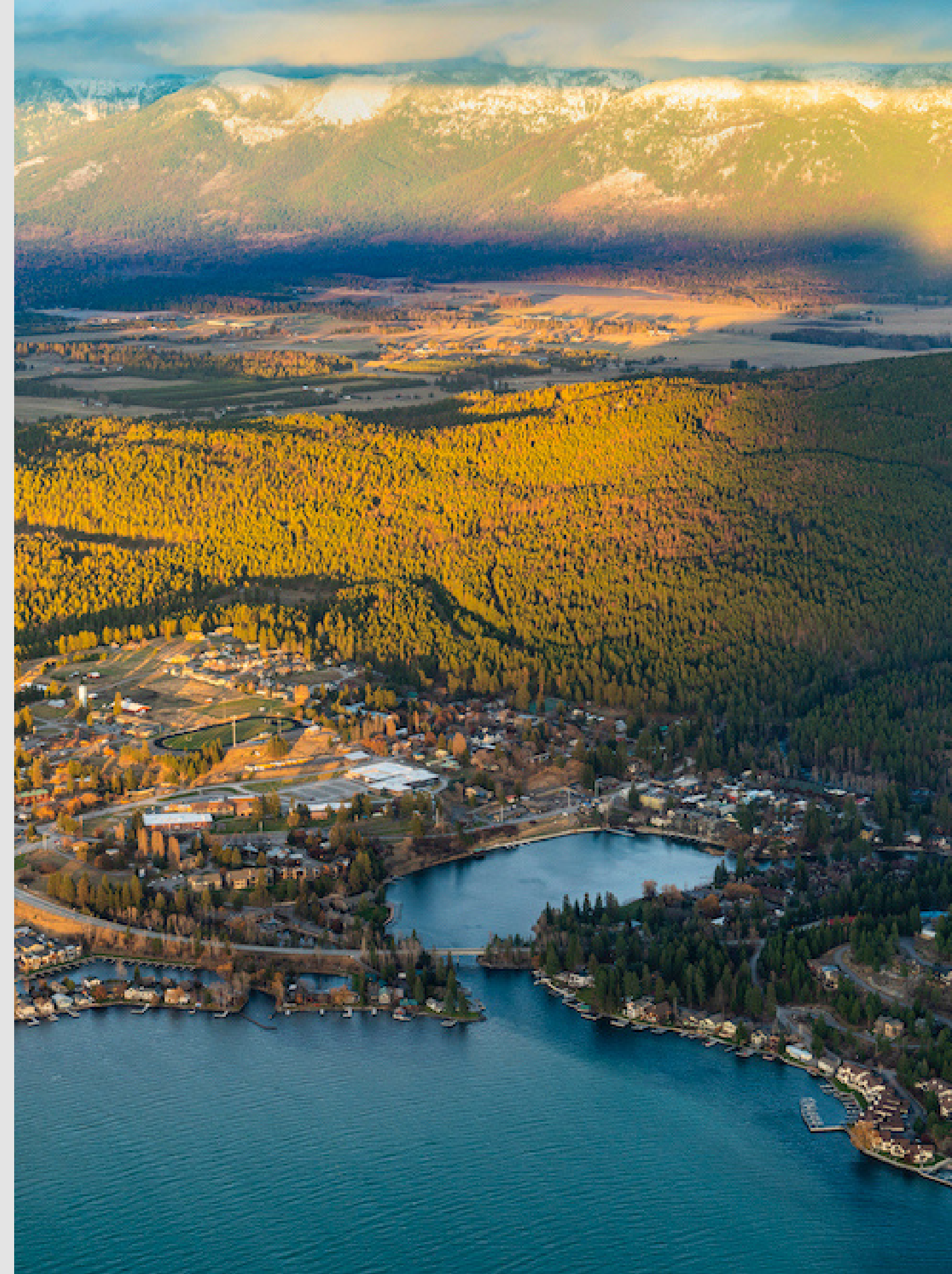
What if your home isn't selling?

If all your offers are too low, or maybe you're not receiving any at all, you may reach a point where you doubt your home will ever sell. There is a number of reasons this could happen. Your home isn't priced right, the market may be doing poorly, or your advertisements aren't reaching the right people. If your timeline isn't going the way it was expected, your agent should have suggestions on what you should adjust to attract different people. Your goals and timeline should help determine what you should do if you're in this situation. Your real estate agent will guide you along the way.

Contact & Closing

Once you've accepted an offer that you agree with, your buyers will fulfill the contingencies that they negotiated for. Remember, contingencies can change negotiation dynamics and possibly lead to a buyer backing out of an offer.

After contracts are signed and deadlines are met, closing is the final step in the selling process. At the closing table (title office) you will transfer legal ownership of the property and receive funds from escrow. Be prepared to sign closing documents and pay closing costs. Congratulations, you sold your home!



List With Us.

We revolutionize real estate with innovative marketing, branding, and media.



01 Custom-built landing page of your listing

02 Recorded engaging home tours

03 Best in class branding

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**Contact Tyler Clark today to find out how
we can help you sell your home.**

We'd love to hear from you!

Email info@hellotylrclark.com or call **406.407.4062**
to speak with Tyler Clark today.



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