

A modern kitchen interior featuring a wooden cabinet on the left, a dark grey backsplash with vertical slats, and a white countertop. A wavy, illuminated light fixture hangs above the counter. A potted plant sits on the counter to the left. The text 'The Ultimate HOME SELLER'S GUIDE' is overlaid on the bottom half of the image.

The Ultimate HOME SELLER'S GUIDE

kw | HOME HUB

ALISE ORLANDI

REAL ESTATE AGENT

Real estate isn't just about buying or selling homes. It's about helping people move forward, and that's what I care about most.

As you look to sell a place that's meant a lot to you, I'm here to make the process feel clear, strategic, and stress-free.

I bring a strong background in marketing, local market knowledge, and negotiation strategy to every transaction. But just as important, I believe in listening first, communicating clearly, and giving honest advice you can count on.

Let's make your next move a great one. I'm here to help you every step of the way.



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HOME SELLER'S ROADMAP

Your Home Selling success is laid out for you! Your Real Estate Professional will guide you through each step.



A modern dining room with a white table and chairs, a large white flower centerpiece, and a wooden wall.

"Real estate is an imperishable asset, ever increasing in value. It is the most solid security that human ingenuity has devised. It is the basis of all security and about the only indestructible security."

Russell Sage

10 STEPS TO SELLING A HOME



01 FIND A GREAT AGENT

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03 PREPARE YOUR
HOME

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05 LISTING

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FINDING A GREAT AGENT

A real estate agent is a huge asset to you as you go through the home-buying process. This is one of the biggest decisions of your life and you need a skilled professional guiding you through the process.

Your agent will be working with your best interests in mind and can help guide you through all the stages of home buying.



Connect

Agents often have access to information about homes going on the market before the public. They can expose your home to the largest potential audience.

Get You More Money

Agents will be able to help you negotiate top dollar for your home.

Attention To Detail

The process of selling a home requires a good deal of paperwork. Your real estate agent will help you fill out all documents and get them submitted properly.

Professional Negotiator

Agents deal with any difficult conversations that need to happen. They will also help you submit a strong offer and negotiate with the buyer on your behalf.

Expert Guide

Realtors are there to help you with any questions you have along the way. They offer an objective opinion and can give you a much needed online presence.

MY COMPETITIVE ADVANTAGE

INDUSTRY INSIDER

Facilitator, negotiator, teacher, cheerleader, confidant-a good agent wears all the hats. As a real estate professional, honing these skills has helped me develop relationships of value.

LOCAL EXPERT

I've become an area expert. Aside from knowing this market inside and out, being involved in the community has shown me what makes it unique. The personalities and the places, the new and the established, all feed my local knowledge and will help you when decision time comes!

TECH-ENABLED

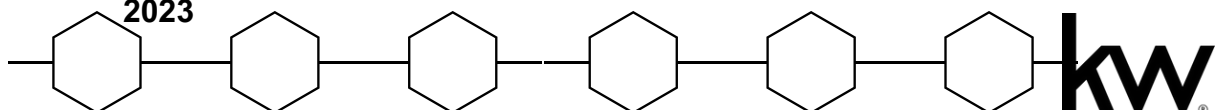
Based on customer and agent feedback gathered from all over the world, we developed a suite of leading edge, customer-centric tools that work in your favor, complementing your experience for faster, best-in-class results. With a massive amount of data at my fingertips, I'm able to foresee even the smallest micro trend coming down the pike, giving you the full story before you proceed.

the proof is in
the numbers

Over a billion
dollars in closed
real estate in
2023

#1 in market
share for
state of Utah

Best of State
6X Winner in
the state of Utah



OUR GUIDING BELIEFS

**WIN WIN
OR NO DEAL**

**CREATIVITY
IDEAS BEFORE RESULTS**

**INTEGRITY
DO THE RIGHT THING**

**TEAMWORK
TOGETHER EVERYONE ACHEIVES
MORE**

**CUSTOMERS
ALWAYS COME FIRST**

**TRUST
STARTS WITH HONESTY**

**COMMITMENT
IN ALL THINGS**

**EQUITY
OPPORTUNITIES FOR ALL**

**COMMUNICATION
SEEK FIRST TO UNDERSTAND**

**SUCCESS
RESULTS THROUGH PEOPLE**

WHY CHOOSE US?

We specialize to serve you. By connecting you with an agent who solely handles one side of the transaction, whether you are buying or selling, you are in the hands of an expert. This team has more experience or success than most in our industry. thank you for trusting us!

WHO YOU WORK WITH MATTERS.



Best of State Utah | Real Estate
2018 | 2019 | 2020 | 2022 | 2023 | 2024



#3 in Utah for sides sold
Top 100 of RealTrends 500 Brokerages
Over \$2.5 Billion in real estate sold in 2023



More Top 500 Realtors than any
other brand (9.2%)



#1 Market Share in the State of Utah
#1 Market Share in Salt Lake County



ESTABLISH A PRICE

Pricing your Home Competitively

The listing price is one of the most important factors in a successful home sale. Many people tend to list too high and they either have to move greatly on the price or it takes much longer to get any offers. Your real estate agent should be an expert in what homes are selling for in your area. Lean on them to help guide you in setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner.

What determines the price?

Remember that your home is only worth what buyers are willing to pay. Your real estate agent will run a comparative marketing analysis (CMA) and provide you with a list of other houses that have sold recently in your area. This will help you see what homes of comparable size and condition to yours are going for in the current market.

You also have the option of having a home appraisal conducted to give you a better idea of the home's value.



PREPARING TO SELL

PREPARE YOUR HOME



home staging tips.....

There are many levels of home staging to choose from based on your budget and the value of staging in your area. Whether you choose to DIY or hire a professional do your best to neutralize and depersonalize as much as possible to appeal to the widest range of potential buyers.

You can increase your number of showings by allowing agents to use a lockbox instead of setting appointments. If you are setting appointments try to be as flexible as possible.

Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.

A modern interior space featuring a fireplace with a large screen displaying a landscape, open shelves with decorative items, and a large window with a view of the outdoors. The room is well-lit and has a clean, minimalist aesthetic.

PREPARING CHECKLIST

Interior

- Repaint in neutral colors that appeal to many styles
- Remove all clutter and personal photos
- Keep pets and their belongings out of sight
- Pair down on toys and keep them organized
- Create a warm, inviting space in each room

Exterior

- Mow lawn
- Trim around walkways, trees and bushes
- Remove weeds from flowerbeds and mulch
- Remove flaking or peeling paint and repaint or stain
- Inspect driveway, sidewalks and foundation for cracks
- Keep the roof and gutters free of debris
- Wash all windows and window wells
- Ensure all lights are working and bright

A modern bathroom interior featuring a long, light-colored wooden vanity with a white countertop. A large, rectangular mirror spans the wall above the vanity. Two decorative vases with white flowers are placed on the counter. Two pendant lights with glass shades hang from the ceiling. A patterned rug is on the floor. The text "FINDING A BUYER" is overlaid in the center.

FINDING A BUYER



MARKETING

Once your home is ready to sell, the goal is to get it in front of as many buyers as possible. The best marketed homes have beautiful photos and compelling listing descriptions that draw in potential buyers.

Marketing Tips

- Advertise across multiple channels
- Craft an enticing listing description
- Make a daily to-do list to keep things tidy
- Store all children and pet toys out of sight
- Try to be as flexible as possible
- Find a place for your pets during showings
- Don't miss an opportunity for your home to be seen.

LISTING

Your home is officially on the market - congratulations!

Your real estate agent will now use their connections to get the word out about your home to other agents and potential buyers.

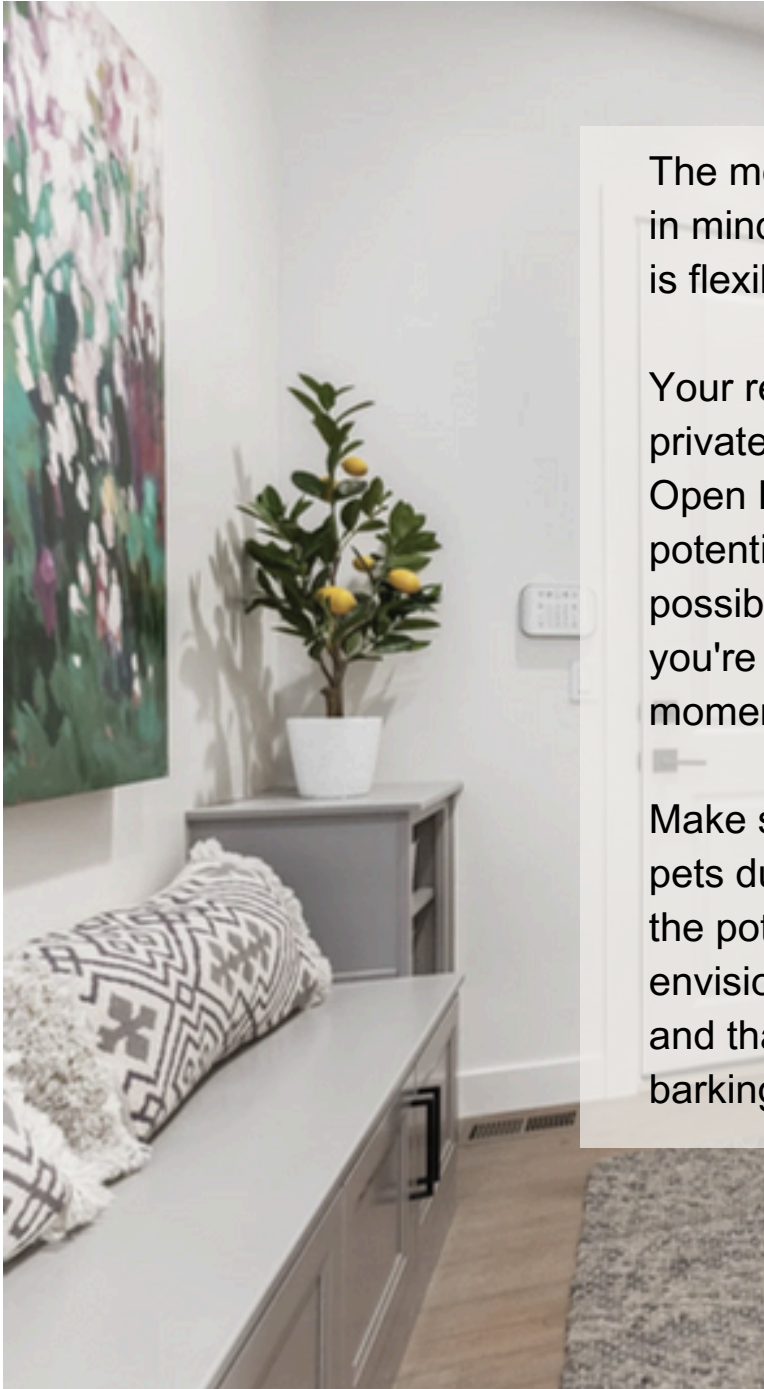
A sign will be put in your front yard and all the marketing tools you discussed will be implemented.



Your online presence is one of the most important to a prospective buyer. Many people start their search here.

Having professional, well-lit photos will give you the upper edge of attracting your ideal buyer.

SHOWINGS



The most important thing to keep in mind while showing your home is flexibility.

Your real estate agent will set up private showings as well as an Open House to get as many potential buyers in your home as possible. Keep a daily to-do list so you're ready to leave at a moment's notice.

Make sure to find a place for your pets during showings. You want the potential buyer to be able to envision themselves living here and that can be difficult with a barking dog in the background.

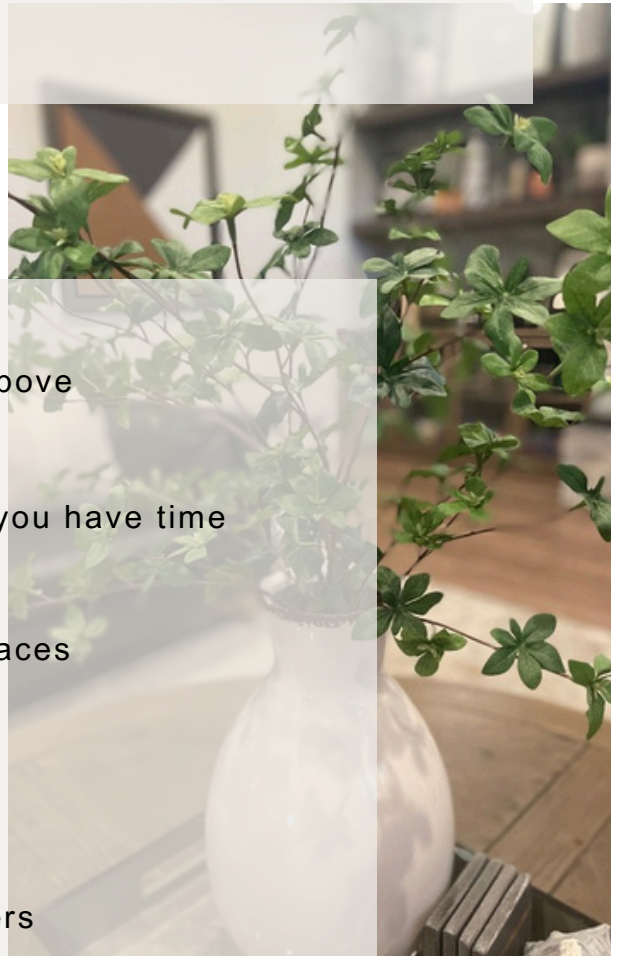
SHOWING *CHECKLIST*

...if you have ten minutes

- ☐ Make all beds
- ☐ Put all clutter in a laundry basket, then take with you in the car
- ☐ Empty all garbage cans and take out trash
- ☐ Wipe down all countertops and put all dishes in dishwasher
- ☐ Put out your nice towels
- ☐ Pick up all toys and personal items
- ☐ Turn on all lights

...if you have an hour

- ☐ Do everything on the ten minute list above
- ☐ Vacuum all carpet and rugs
- ☐ Sweep all hard surface floors, mop if you have time
- ☐ Wipe down major appliances
- ☐ Wipe down all glass and mirrored surfaces
- ☐ Put away all laundry
- ☐ Quickly dust highly visible surfaces
- ☐ Clean inside sinks & tubs
- ☐ Set out an air freshener or fresh flowers



OFFERS & NEGOTIATIONS



Depending on your market you may receive multiple offers if your home is priced right. Your real estate agent will be your best advocate at this point. They will help you review each offer and decide which is best for you.

Be sure to disclose any current issues you know of with the home. You don't want any legal issues creeping up later.

Be prepared to negotiate. When you receive an offer you have a few choices. You can accept the offer as it is, make a counter-offer or reject the offer altogether.

It can sometimes take a couple of counter-offers back and forth before an agreement is made on both sides.

UNDER CONTRACT



An offer doesn't become binding until both the buyer and seller agree to the terms and sign a contract.

At this point, several things still need to occur before closing. These include... home inspection, title search, property survey and a final walk-through by the buyer within 24 hours of the closing.

FINAL DETAILS



This is a great time to get started packing. Make sure to keep current on insurances. Also be prepared as delays can happen.

CLOSING

Closing is the final step in your home selling process.

During the closing, the deed is delivered to the buyer, the title is transferred, financing documents and title insurance policies are exchanged, and the agreed-on costs are paid.

Some of the final documents are signed. Keep in mind what you may be required to pay at closing including agent commissions, loan fees, title insurance charges and recording filing fees.

Congratulations on selling your home!

REAL ESTATE *TERMS*

PRE-APPROVAL

A pre-approval is a preliminary evaluation conducted by the lender to show that the buyer has the funds to purchase up to a certain amount. This is extremely helpful when you find a home you're ready to put an offer on.

OFFER

An agreement between a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as a sales contract.

CONTINGENCY

When an offer is accepted by the seller, but there are certain conditions that must be met before the sale is final.

CLOSING COST

The fees that are paid at the end of the purchase by either the buyer, seller or both. These include taxes, insurance and lender expenses.

EARNEST MONEY

Also known as "good faith" money, this is money put up by the buyer into a trust or escrow account. This action shows the buyer is serious about purchasing the home.

TITLE SEARCH

A title search proves that the property is, in fact, owned by the seller. You can also purchase title insurance to make that no issues that arise later.

APPRAISAL

The appraisal is the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

HOME INSPECTION

An inspection is a professional examination of the property's condition. Your agent can recommend a qualified home inspector for you.

DISCLOSURES

All seller's are required to fill out a property disclosure stating what they know about the property - good or bad.

CLOSING

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys. This process typically takes an hour.

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