



Preparing your Home *for a successful sale*

JUDY BALLARD - Illustrated Properties





JUDY BALLARD, Illustrated Properties
Christie's International Luxury Marketing Specialist

"Real estate is more than a career to me. It is my passion and has been my life for the past three decades. Getting to help people with the sale of their home is such an honor and a pleasure for me."



Judy Ballard

IP | ILLUSTRATED PROPERTIES

Luxury Collection

 561-377-7042

 Judyballard01@gmail.com

\$500 +Million in Luxury Home Sales

CHRISTIE'S
INTERNATIONAL REAL ESTATE
LUXURY SPECIALIST



Thank you!
Judy

Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process.

My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about - I'm always here to answer your questions.

Next Steps

✓ Sign listing agreement and property disclosures

✓ Determine list price

✓ Photographer and videographer come out for shoot

Complementary pre list Inspection and staging appointment will be arranged.

You will receive a complementary 2 hour staging consultation

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."



Consider Recommended Repairs and Improvements

Get that sold price up by considering some repairs and Improvements with a good return on investment. Not all buyers have the vision to see what your home could be, so even little changes will help them see the bigger picture.

Swap out fixtures in the kitchen and bathrooms. New knobs, pulls, and faucets, are an inexpensive way to create a cohesive, modern look.

Paint in a neutral palette. This allows buyers to picture their things in your space.

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

REPLACE OR REPAIR IF NEEDED

TO DO DONE

- Light fixtures
- Light bulbs
- Worn/stained carpeting
- Window glass
- Kitchen appliances
- Cabinets
- Sinks and faucets

TO DO DONE

- HVAC
- Flooring
- Paint walls where needed
- Remove wallpaper
- Flooring
- Electrical panel
- Smoke detectors

KITCHEN

TO DO DONE

- Clean off counters and declutter
- Clean tile grout if needed
- Thoroughly clean all appliances
- Organize all drawers and pantries
- Thoroughly clean floors

BATHROOMS

TO DO DONE

- Thoroughly clean all surfaces
- Declutter countertops and drawers
- Fold towels and stage decor
- Remove any unnecessary items
- Clean or replace shower curtains
- Clean any moldy areas

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

LIVING & DINING ROOM

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Stage with pillows and throws |
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces and fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep all tables clear and decluttered |

BEDROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean out and organize closets |
| <input type="checkbox"/> | <input type="checkbox"/> | Repair any damage in walls |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep closets closed during showings |
| <input type="checkbox"/> | <input type="checkbox"/> | Make beds before any showings |

EXTERIOR

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash any dirty concrete |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or repaint front door |
| <input type="checkbox"/> | <input type="checkbox"/> | Repaint exterior and trim if needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Wash windows inside and out |
| <input type="checkbox"/> | <input type="checkbox"/> | Sweep walkways and patios |
| <input type="checkbox"/> | <input type="checkbox"/> | Mow the lawn and trim shrubs |

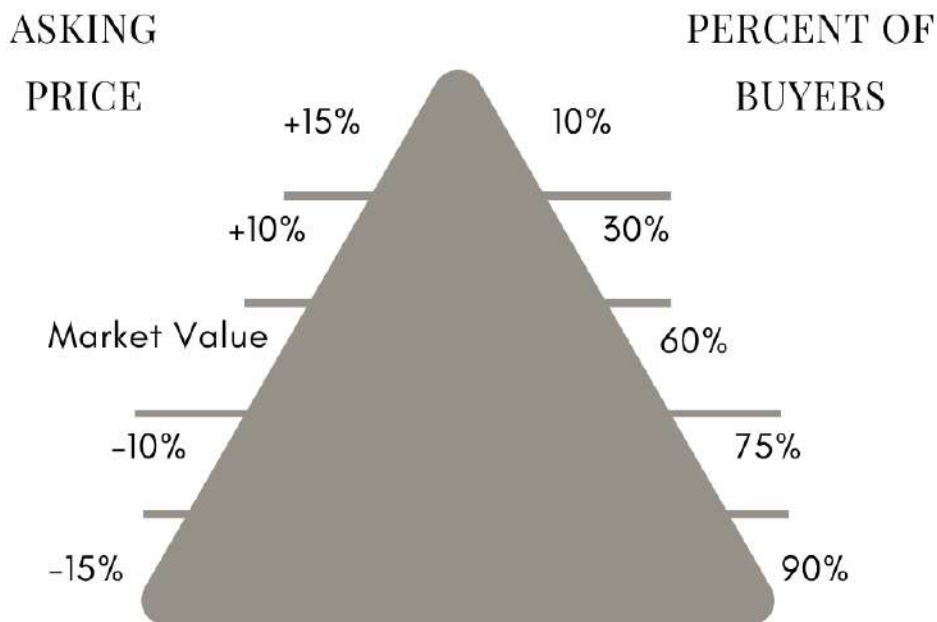
TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Yard is clean and maintained |
| <input type="checkbox"/> | <input type="checkbox"/> | Replace any rotten wood |
| <input type="checkbox"/> | <input type="checkbox"/> | Outdoor furniture staged and inviting |
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash any dirty concrete |
| <input type="checkbox"/> | <input type="checkbox"/> | Fence is in good shape |
| <input type="checkbox"/> | <input type="checkbox"/> | Pool/spa is clean and in working condition |

It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:



- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown and typically the lower offers will be.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.



Below are the pros and cons of pricing your home above, below, or at market value.



Below market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



At market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



Over market value

- + If you have to receive a certain amount for the home
 - It will take longer to sell
 - The more days it's on the market, the worse it looks to prospects
 - The home may not appraise by the buyer's lender, back to negotiations



What to Expect Next

Negotiating Offers

As the showings start rolling in, we'll start getting feedback and/or offers from the prospective buyers. We will work together to negotiate the offers we receive to achieve your ultimate goal whether that be a quick sale, maximizing profit, or perfect timing.

In Escrow

Once the purchase agreement is signed by all parties, the buyers will deposit their escrow. These funds will be held by a third-party account until closing. If the buyer backs out of the sale for a reason not specified in the contract, the seller is typically entitled to keep the escrow money.

Contingencies

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close. A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward.

Closing Day

Once we get the clear-to-close, we will schedule a closing date with the title company. But wait, ONE more thing before you finally pop that champagne! The final walk-through: Right before closing, the buyer will have the right to walk through the home and make sure any agreed-upon repairs were completed and the property is in good condition.



Pre-Closing Checklist

Use this checklist to prepare for closing day.

- Ensure you've provided any additional paperwork requested prior to closing
- Gather your closing documents
- Officially change your address (see list on the next page's moving checklist)
- Cancel your home insurance
- Cancel utilities
- Clean thoroughly before the final walk through
- Gather keys and remotes to bring to closing
- Gather all of the manuals, warranties, and receipts for appliances
- Bring your license, your keys/remotes, and any final utility bills to closing



We absolutely loved working with Judy. Many times in Real Estate the agent is looking out for themselves the most. We never felt this with Judy. One of the things we appreciated the most was her absolute honesty and the fact that we felt we could 100% trust her, knowing she always had our best interest at heart. We highly recommend her.

P.L.

Cannot say enough about Judy. She is so helpful, caring and fun to work with. She's a wealth of information and works around the clock. She definitely goes above and beyond for her clients!

C.T.

"

Awesome Job Judy! You took care of every last detail and our sale was seamless. I would recommend you to family and friends without hesitation. H.L.

I would highly recommend Judy Ballard to anyone and everyone who is buying or selling. I have used many realtors through the years and have never had anyone who worked harder or more diligently to earn her commission. I can honestly say she was worth every dime I paid. Her use of technology is unsurpassed.... actually unbelievable. And, I felt her to always be highly attentive as if i were her only customer. She is absolutely my Realtor for life. A.T.

Thank you Judy.

We have used numerous Realtors throughout the years and you were heads above them all. You far exceeded our expectations in every way. Your Marketing, Communication with us, and taking us from listing through closing without a hitch was exemplary. You are not only our Realtor for life and our new friend as well.

C.B.