

NICK KRAUTTER, PC SELLPDX.COM

HOW TO SELL A HOME

Selling a home can seem overwhelming. To help you sort everything out I've put together this info on the process of selling a home and some great resources that will help you along the way.

1. **Why are you selling?:** This helps me understand your needs such as time frame, desired net return, and more so I can help you with the entire process of selling your home
2. **Walk through:** I always walk through a home, take notes and ask you about your home so I have an understanding of its specific strengths and features.
3. **CMA [Comparative Market Analysis]:** Now I take all my notes and information from the tax records to compare your home to other homes on the market based on size, beds/baths, finishes, schools, location and more to give you the price range that the market is likely to bring you.
4. **Contract and disclosures:** At this point we sign the contract allowing me to represent you in the sale of your home. The other forms I need are the property disclosure, the lead based paint disclosure [for homes built before 1978], and a siding and smoke alarm disclosure. (Don't worry, I'll walk you through all of these and answer any questions you have).
5. **HD video tour & professional photos:** All of my listings feature full HD video tours + professional photography.
6. **Marketing:** I have a degree in marketing and work very hard to give your home as much positive exposure as possible. See attached Marketing section.
7. **Open houses + showings:** I'll put a lock-box on your home so one of the other 8,000 Realtors in the Portland area can bring their qualified buyers to see your home. If you choose, I also hold open houses and host brokers tours as well.
8. **Offer to Purchase:** When an offer comes in I present it to you, explaining the pros and cons of the offer.
9. **Negotiation:** In response to an offer you can: accept, counter offer, or reject – I'll help you through this by establishing rapport with the other agent to better understand the buyer they represent. I'm also designated as a Certified Negotiation Expert.
10. **Acceptance:** Once accepted the buyers will have the property inspected, they might request repairs but you are not required contractually to make any repairs.
11. **Appraisal:** Once the lender has the home appraised they send the loan documents to title and then we're almost done.
12. **Closing:** You sign the closing documents with the title company, the bank funds the loan and the deed is recorded in the new owners name.
13. **Congratulations!** You've just sold your home!

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HOW TO SELL A HOME : MARKETING

I've come up with this Marketing section to let you know some of the proactive steps I take to sell your home.

1. I get a clear understanding of the home to **market to the right audience**. Many agents omit zoning and possible future uses – I always make sure every possible benefit of the property is marketed.
2. Create a detailed Market Analysis to find **the “Market Price”** – Homes in Portland metro sell between 1-3% of market price.
3. **Engaging** description in the listings remarks.
4. A full **HD video tour** + professional photos and **photo tour**.
5. Uniquely designed **flyers** that attract passerbys.
6. Classic red Keller Williams yard sign with flyer box and my **cell phone** number – callers always get the correct info and I always follow up.
7. Property listed into RMLS online correctly.
8. **Personal contact** with both in house and other brokers regarding the home.
9. **Contact buyers** that I represent to try and find a match. I have sold some properties successfully before the market date!
10. Featured on sellpdx.com
11. Host open houses.
12. **Host and cater** Brokers open home tour [Tuesdays]
13. Give you **updates** on showings [which I call on for feedback], and other activity in the neighborhood that affects your home.
14. Communicate with other agents to get you **as many offers as possible**. This includes calling back all agents that have shown a property once an offer comes in, to try and get multiple offers.
15. Create photo tours for the RMLS, KWLS, Sellpdx.com, Craigslist, and an online listing syndicator that ensures your house is being seen **on almost every major website!**
16. I appear on the morning drive show as the **real estate expert** on **KXL 750 AM** every Monday.
17. Maintain a reputation among other realtors as an **honest and hardworking** agent that communicates well. I am one of the top 1% of agents that account for the majority of transactions in Portland.

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