



# HOME SELLING GUIDE

## **The Garrett Group**

#GettherewithGarrett  
#GarrettGroup  
#BatesvillesBest



## Mission Statement

### **Integrity-Honesty-Work Ethic-Passion**

The clients of The Garrett Group will have an incredible experience from our first interaction to well after the closing table. We will always be honest and maintain integrity throughout the entire process while having the clients goals serving as the guide. Our work ethic will be unmatched no matter the sale price of the property. Passion for every part of the real estate process will be noticeable and expertise will be given each step of the way.



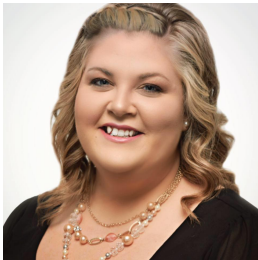
## Who Are We?

### Aaron Garrett



I have a passion for many things with number one being helping people. In my roles as a teacher, coach and Realtor, I am blessed to interact with many others. I have had my real estate license for 15 years and have established experience in residential and investment properties. My focus will always be on helping my clients to reach their goals and developing relationships along the way. I am also a husband to Jenni and father to Lincoln, Winston and Eleanor. Fortunately for me, my family supports me as I chase all of my passions and real estate is allowing me to change my family's future. Our family is very active in the community, sports and with our family and friends.

### Ashley Walls



I got into the real estate profession because the fast pace and constant change appealed to me, not to mention I would be able to fulfill my love of helping others. Now that I'm actively doing real estate I often find myself asking why I didn't do this sooner?! The fast pace and constant change are a given, but the relationships that I am able to build with my clients, the excitement I see in them through the process and the pride I see on their faces at the closing table is priceless. I am a licensed broker and also work with Aaron as his assistant. In the year that I've worked with Aaron I've gained an abundance of knowledge and expertise that make me confident that clients of The Garrett Group are getting a world class, customer oriented service. I was born and raised in Batesville and

have pride in small town living. I have been married to my husband Derrick for 7 years and we have two beautiful daughters, Helena and Raelynn. In my free time I enjoy volunteering within the surrounding communities and within our Church, spending time with family and friends, reading and watching my beloved Bengals and Reds.



## Testimonials

*"Working with Aaron Garrett made my first home buying experience very easy. I had a ton of questions throughout the process and he was willing to help answer those to a great extent and me much more comfortable with my decision."*

**Kyle Huntman- Buyer**

*"Working with Aaron Garrett was wonderful like always. I have sold a house through him and now have a purchased a home through him. Best move I made was having him on both ends of the deals. He does a great job of helping you not only find the right house, but can answer or lead you to an answer about paperwork or any detail of it. Buying and selling can be stressful but having the right real estate agent is a must. There is no doubt you will get there with Garrett."*

**Emily Trenkamp- Buyer & Seller**

*"Selling your home can be a daunting task; I know it was for us. My wife and I disagreed on everything from the sales prices to what we needed to repair. After one walk-thru, Aaron was able to give us the direction we needed. After a week worth of work, we had competing offers within days of listing! What we really appreciated was how Aaron communicated with us throughout the entire process. Selling a home is not something we do everyday, so we had a lot of questions and Aaron was always available to answer them."*

**Chris and Sarah Bradford- Sellers**

*"Aaron knows what he's talking about, and broke everything down for me to understand. Going into this I had no clue on the amount of work required to purchase a house, and for a first time home-buyer it can easily become overwhelming. Aaron did a tremendous job helping me with any questions I had every step of the way. He made the entire process headache free and enjoyable!"*

**Kyle Wilson-Buyer**



## Our Commitment to You

To be **HONEST** about every aspect of the home selling process. This will allow you to make difficult decisions with confidence and peace of mind.

To be **AGGRESSIVE** in my search for your potential buyers. Our active marketing techniques have helped many families move quickly

To **COMMUNICATE** all events relating to the sale of your home. You will **NEVER** have to say "We never heard from our agent"

To use our **EXPERIENCE** and **TRACK RECORD** to get the job done quickly.  
Success is a history, not a promise.

To give your family **EXCEPTIONAL SERVICE**, to care genuinely for your needs and to earn the right to become your Family Real Estate Agent for **LIFE**. As a result of the level of service that we provide to our clients, our business is largely referral based on satisfied customers.



## Ten Steps to Selling Your Home

**Define your goals, wants, needs and expectations.** A good place to begin is by exploring your short and long term goals and how selling your home fits in. I will walk through the process I use to thoroughly understand my clients goals, wants and needs to ensure that your expectations are met.

**Determine the best prices for what's going on in the market right now.** We assess the current state of the market and what comparable home are actually selling for by reviewing a Comparative Market Analysis on your home. That way, we can objectively determine it's fair market value and price it right.

**Prepare your property so that it is in top selling condition.** Most of us don't keep our homes in top-selling condition. I will work with you to help your see things from a buyers point of view. I will consult with you on what to repair, replace or remove so that your home makes a GREAT first impression.

**Implement time-proven, research based marketing strategies.** Your home will be marketed with a marketing plan that has the highest potential to not only the most buyers, but also the most qualified buyers to your doorstep.

**Show your property.** Always keep your home in top selling condition. You know what they say about the first impression!

**Receive an offer.** When a buyer decides to buy your home, an offer will be presented. I will advise you on the off and whether the buyer is qualified to purchase your home.

**Negotiate to sell.** Most offers require some level of negotiation. We will work together to decide you parameter and I will negotiate on your behalf.

**Have your home appraised and inspected.** Once you have accepted and offer, I will work with the buyers agent to coordinate an appraisal, inspections and survey (if required). If the buyer requires that certain repairs be made on your home, I will continue to negotiate on your behalf and recommend vendors so we move successfully from contract to closing.

**Prepare for closing.** A few days before closing (also known as settlement), I will contact the title company and the buyer's agent to ensure that all the necessary forms and documents have been prepared. I will meet with you to review the closing documents and let you know what additional forms and information you need to bring to the closing meeting.

**Close!** At the closing meeting, ownership of your property is legally transferred to the buyer. I will be present to advise you and ensure that everything goes according to plan.



## How Will People find my home?

More than **85 percent** of buyers find their new homes in just three ways: an agent, online and yard signs. All the other ways of marketing a home, such as open houses or newspaper advertisements, account for less than 15 percent of eventual buyers. That's why my focus and resources will be put mainly into those three areas.

### **Source: Agents with buyers — 35-40%**

We don't sit back and wait for agents to come to us. We actively seek them out through a wave of online marketing in the area.

### **Source: Internet — 35%**

With more than **77 percent** of Americans with Internet in their homes, online listings are more important than ever. Research shows that more than **90 percent** of buyers start their housing search online. That's why our listings are on numerous sites! I also use creative marketing per social media, such as videos and video tours, to get your home out to interested buyers.

### **Source: Yard signs — 15%**

You might think that all yard signs are alike, but within The Garrett Group we use bright white & green signs to attract the attention of potential buyers driving through your neighborhood. With a moving target, the more eye catching the better. Our signs are inclusive to The Garrett Group & Lohmiller Real Estate and also include my number for buyers to call for more information.



## Staging your Home

The first step to getting buyers to make an offer on your home is to impress them with its appearance so they begin to envision themselves living there. Here are seven tips to making your home look bigger, brighter and more desirable.

### **Start With A Clean Slate**

Before you can begin to worry about where to place furniture and which wall hanging should go where, each room in your home should be spotless. Do a thorough cleaning down to the nitpicky details like wiping down light switch covers. Deep clean and deodorize window coverings.

### **Stow Away your clutter**

It's harder for buyers to picture themselves in your home when they're looking at your family pictures, collectibles and knickknacks. Pack up all your personal decorations. However, don't make spaces like mantles, coffee tables and end tables look barren. Leave three items of varying heights on each surface, for example, place a lamp, a small plant and a book on a end table.

### **Scale Back on Your Furniture**

When a room is packed with furniture, it looks smaller, which will make buyers think your home is less valuable than it is. Make sure the buyers appreciate the size of each room by removing one or two pieces of furniture. If you have an eat-in dining area, use a small table and chair set to make the area seem bigger.

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## **Rethink Furniture Placement**

Highlight the flow of your rooms by arranging the furniture to guide buyers from one room to another. In each room, create a focal point on the furthest wall from the door and arrange the other pieces of furniture in a triangle around the focal point. In the bedroom the bed should be the focal point. In the living room it may be a fireplace, and your couch and loveseat can form the triangle in front of it

## **Add Color to Brighten Your Rooms**

Brush on a fresh coat of warm, neutral-color paint in each room. Then accessorize by adding a bright afghan, throw, or accent pillows for the couch will jazz up a muted living room, as will a healthy plant of bright vase on your mantle. High wattage bulbs in your light fixtures will also brighten up your rooms and basement.

## **Set the Scene**

Lay logs in the fireplace, and set your dining room table with dishes and a centerpiece of fresh fruit or flowers. Create other vignettes throughout your home- such as a chess game in progress- to help buyers envision themselves living there. Replace heavy curtains with sheer ones to let in more light.

Make your bathroom feel luxurious by adding a new shower curtain, towels and fancy guest soaps (after you put all of your personal toiletry items out of sight.) Judiciously add subtle potpourri or scented candles. If you have pets clean bedding frequently and spray odor remover before each showing.

## **Make the Entrance Grand**

Mow your lawn and trim your hedges, and turn on your sprinklers for 30 minutes before each showing to make your lawn sparkle. If flowers or plants don't surround your entrance add a pot of bright flowers. Top it all off by adding a new doormat or seasonal wreath to your door.



## 20 Low-Cost Ways to Spruce Up Your Home

**Make your home more appealing for potential buyers with these quick and easy tips.**

1. Trim bushes so they don't block windows and cut down on light.
2. Buy a new doormat.
3. Put a pot of bright flowers (or a small evergreen in winter) on your porch.
4. Put new doorknobs on your doors.
5. Put a fresh coating on your driveway.
6. Edge the grass around walks and trees.
7. Keep your garden tools out of site. 8. Be sure kids put away their toys.
9. Buy a new mailbox.
10. Upgrade the outside lighting.
11. Use warm, incandescent light bulbs for a homey feel.
12. Polish or replace your house numbers.
13. Clean your gutters.
14. Put out potpourri or burn scented candles.
15. Buy new pillows for the sofa.
16. Buy a flowering plant and put it in a window you pass by frequently.
17. Make a centerpiece for your table with fruit or artificial flowers.
18. Replace heavy curtains with sheer ones that let in more light.
19. Buy new towels.
20. Put a seasonal wreath on your door.



## Preparing For A Showing

1. Put the dishes in the dishwasher (or quickly wash the dishes)
2. Make the beds
3. Wipe the counters
4. Empty the garbage
5. Hide dirty clothes in the washer or hamper
6. Take a deep breath
7. Run a quick vacuum
8. Turn on the lights
9. Leave the house before showing
10. Smile! You did it!



## Real Estate Terminology

**Adjustable Rate Mortgage-** The interest rate tied to a financial index making the monthly mortgage payment go up or down over time

**Annual Percentage Rate-** The percent of interest that will be charged on a home loan

**Appraisal-** A report highlighting the estimated value of a property completed by a qualified 3<sup>rd</sup> party. This is typically done for the benefit of the buyer to ensure the property is worth what they are paying.

**Association Fee/HOA Fee-** In addition to a mortgage, certain housing communities such as townhomes have a monthly fee associated with maintaining the common areas and amenities

**Balloon Mortgage-** A long term mortgage loan that starts small but has a large payment due at maturity.

**Closing-** This is the final meeting where the buyer and seller sign the necessary paperwork, complete the transaction, and release/take possession of the property. Usually the representing agents and attorneys attend.

**Closing Cost-** The buyer and seller have expenses associated with the transaction other than that of the actual cost of the home. For example, the buyer has a variety of fees due for obtaining a new loan and the seller must pay commission to both agents.

**Closing Disclosure-** A form that provides the final details about the mortgage loan. It includes loan terms, projected monthly payments, and how much the extra fees will be.

**Collateral-** Something of value (in this case your home) that is held to ensure repayment of a mortgage or loan.

**Commission-** A percent of the sale price of the home that is paid to the agents. The seller pays commission to both the buyer and listing agent.

**Comparables-** Homes in the area of interest that have recently sold that have similar features.

**Contingencies-** Conditions which must be met in order to close. Contingencies are typically tied to a date, referred to as a deadline. If the contingency is not satisfied the contract may be cancelled.



**Counteroffer-** The response from the seller in regard to an offer

**Debt to Income Ratio-** A lender will look at a borrowers debt versus income to determine the amount of loan they are eligible for and if they can repay their debt plus the home loan

**Down Payment-** A percent of the cost of the property that is paid up front as a part of the mortgage

**Earnest Money-** The deposit made from the buyer to the seller when submitting an offer. This deposit is typically held in trust by a third party. Upon closing the money will generally be applied to the down payment or closing cost.

**Escrow-** This term has multiple meanings; earnest money is typically held by a third party until closing in "escrow". It can also be referred to as the time period from when the contract is written and accepted by the seller to when the home sale actually closes

**Equity-** The difference in the market value of a home versus what is owed on the home.

**FHA-** A mortgage that is financed through a private lender and insured by the Federal Housing Administration, often requiring a lower down payment and income to qualify

**Fixed Rate-** The interest rate will remain the same for the entire life of the mortgage.

**Home Equity Line of Credit-** A loan or line of credit that is determined based on the equity or homes value after subtracting the loans owed.

**Home Inspection-** The process in which a professional inspects the seller's home for issues that are not openly apparent, then creates a report for the buyer to review.

**Home Protection Plan-** An annual service that covers the cost of repairs or replacements to items covered in the plan; items like stoves, washer/dryers, etc.

**Hybrid-** A loan that starts with a fixed rate period, then converts to an adjustable rate.

**Mortgage Insurance-** Insurance written in connection with a mortgage loan that protects the lender in the event the borrower cannot repay their loan. This is usually not required if the borrower has 20% or more for a down payment.

**Mortgage Note-** A promise to pay a sum of money at a standard interest rate during a specific term that is secured by a mortgage.



**Multiple Listing Service (MLS)**- The national list of real estate properties that are available for sale. These are the most reliable sources to receive up-to-date listing information.

**Pre-Approval**- The process in which a buyer must provide a mortgage professional the appropriate information on income, debts, and assets that will be used to make the initial credit only loan decision.

**Pre-Qualification**- Once approved for a loan, this is the process in which the maximum sale price, loan amount, and monthly payments are calculated for the borrow. This is not a loan approval however, it is useful to know prior to searching for a home.

**Principal**- The underlying amount of the loan which is actually borrowed

**Property Taxes**- These are the taxes that are enforced by the city, town, county, and state government entities. These taxes are included in the monthly mortgage payment and are held in escrow by the lender.

**REO**- Real estate owned properties or foreclosed properties currently owned by a financial institution such as the bank that made the loan to the previous owner

**Reverse Mortgage**- This is specifically for seniors and it allows them to convert the equity in their home to cash.

**Short Sale**- A situation when the seller's lender is willing to accept an offer and allows the sale to be completed for an amount less than the mortgage amount owed by the seller.

**Title**- A legal document proving current and proper ownership of the property. Also referred to as a Title Deed, this document highlights the history of property ownership and transfers.

**Underwriting**- The process in which the potential home buyer is evaluated for their financial ability to obtain and repay a loan. This normally consists of a credit check and appraisal of the property.

**VA Loan**- Loans that are given to Americans who have served in the armed forces. They are administered by the Department of Veteran Affairs.