

HOME SELLER GUIDE

John W. Smith

Real Estate

with



Nice to meet you!
I'm John-

Selling a home is A BIG DEAL. There are a LOT of moving parts to getting a property transaction closed. That's why I am passionate about people knowing exactly what to do, who to trust, and where to start.

Finding the right agent is one of the most essential parts of the process. You need someone who is experienced and knowledgeable in today's market, someone who negotiates like a pro, is cool under pressure, has great relationships with other professionals, and will make this process as seamless and smooth as possible. With my experience and top rated sales you can rest assured you are in good hands. I promise.

*I've been the highest producing agent in my Company for the last 12 years in a row!

LET'S EMAIL: JohnW.Smith@verizon.net

CELL: 540-580-9318

FACEBOOK: @540WestlakeReal Estate

John W. Smith





**Your time is valuable. I respect that.
Consultations are tailored to fit YOUR
schedule.**

Hey John



I was hoping you could come check out
our home and see what we could get
for it?



read 5 minutes ago



ABSOLUTELY! So glad you
reached out. Does Monday
work? Half hour is all I
need to check out your
property and get you some
comps!

FANCYHOUSE-DESIGN.COM



Also, did you see the house two streets
over from you went pending? I just
listed that house and negotiated them
\$15k over asking! Let's get you going!



540-580-9318

About Me

Successful Selling Process

Listing Consultation

Prepping the Home

Photos & Timeline

Marketing

Online Debut

Open House

Contingency Period

Closing Day



**THE
OPEN
HOUSE
CONCEPT**



Bedrooms



Bathrooms



sq. ft.

Successful Selling Process

- 1) LISTING CONSULTATION
SET PRICE
- 2) GET THE HOME READY FOR
THE MARKET
- 3) PROFESSIONAL PHOTOS
MARKETING
- 4) ONLINE DEBUT | LISTED FOR SALE
SIGN AND LOCKBOX
- 5) OPEN HOUSE
- 6) OFFER PRESENTATION
- 7) BUYER PAID INSPECTIONS
- 8) APPRAISAL
- 9) CLOSE ON THE HOUSE
AND CELEBRATE!**

John W. Smith
REAL ESTATE
540-580-9318



LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale.

Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time.



A few things to think about before we meet...

- What is making now the right time?
- What is your moving timeline?
- What do you hope to profit from your home sale?
- What concerns do you have about the process?
- How would you like me to communicate with you? Text, phone calls, emails, or perhaps a carrier pigeon? Haha!
- What is the BEST thing about your home?
- What major improvements have you done to the home, and what year was that completed? (ex: new roof 2019, new HVAC 2025...)

Write these things down before we meet so we can talk through all the details!

John W. Smith
REAL ESTATE



SETTING THE RIGHT PRICE

You know what happens when you overprice your house?

Nothing.

Nothing happens. No showings get scheduled, no offers come in.



Pricing is a science and the single most important strategy we will employ when going to market.

During your listing consultation we'll make sure your goals align with market conditions and make a plan together.



The saying goes, “Your house is only worth what someone is willing to pay for it.” So we will strategize to get lots of eyes on your home to find the perfect buyer.

I will work hard to get you TOP DOLLAR for your home- just keep in mind, no one will overpay for a home, so pricing realistically is a MUST.

PREPPING THE HOME & GETTING READY FOR PHOTOGRAPHY

KITCHEN

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

BACKYARD

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow lawn
- Rake any gravel

FAMILY ROOM

- Remove all personal accessories
- Declutter, including furniture if needed
- Let in natural light

FRONT ENTRY

- Sweep front porch + consider adding welcome mat
- Consider planting potted flowers
- Trim and mow regularly

BEDROOMS

- Remove all personal accessories
- Clear nightstands to just one or two items
- Empty surfaces to make rooms feel larger and calmer

THROUGHOUT

- Clean and tidy up
- Touch up any drywall or paint
- Wipe baseboards
- Candles/Glade plug-ins-how a house smells is extremely important

BATHROOMS

- Clear all counters of products
- Remove all personal accessories
- Make sure its clean!

FINAL CLEAN

Prior to photos and videos make sure to do a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

P R E - L I S T " T O - D O " L I S T

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

THROUGHOUT

BATHROOMS

MISC.

PROFESSIONAL PHOTOS - THESE
ARE ACTUAL PHOTOS OF MY
LISTINGS
SEE THE DIFFERENCE



Ever heard that old saying: "You never get a second chance to make a first impression?"

Well, it's true!

In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.



When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.

Shocking Truths...

- Homes listed with professional photography sell 32% faster. This reduces your carrying costs (mortgage, taxes, utilities) and increases perceived value.
- 68% of consumers say that great photos made them want to visit the home.



John W. Smith
REAL ESTATE



VIDEOGRAPHY AND SOCIAL MEDIA

At Westlake Real Estate, we don't just list homes—we showcase them to the world.

Our strategic marketing campaigns leverage high-quality video tours, lifestyle content, and professional visuals across YouTube, Instagram, TikTok, and Facebook, reaching thousands of targeted buyers both locally and nationwide.



Our social media uploads are designed to highlight every unique detail, while our targeted marketing strategy generates massive visibility through expertly crafted Reels, geo-targeted ads, and algorithm-friendly content. I pay marketing companies to display your listing across 100's of websites.



Marketing is EVERYTHING and we spare no expense when it comes to making your property look amazing.

Below are two examples of the inside-the-home drone videos I have done for clients:

<https://www.dropbox.com/scl/fi/bk92m0dn4uzyroykq72v5/Web-MLS-Version.mov?rlkey=l96yu0bxf7du8k37apg7u4d2b&e=3&dl=0>

<https://www.dropbox.com/scl/fi/voupe7uwpv4hrbx9afr3/FLYTHROUGH-ORIGINAL.mov?rlkey=8i2b6yg30si030hgfooy1qj60&e=1&dl=0>



COPY AND PASTE IT INTO YOUR BROWSER!

G O T O M A R K E T T I M E L I N E

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken on the Tuesday before. Obviously, we can be flexible.

On photo day you can expect the photography team to be an hour or two, so make sure to leave all the lights on, windows and drapes open and personal items hidden. It is best if you can be available to move items/belongings for specific photos, but not imperative.

The photos and videos will then be edited and used to build the following marketing materials:

- Your home website
- Email marketing to our internal and external databases
- Social media posts, reels, & ads
- Open house materials
- Flyers
- E-mail campaigns

I know it's seems like A LOT!
Don't worry, I will be here every
step of the way.

FACEBOOK
@540WestlakeRealEstate



540-580-9318



ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings, MLS books, and word-of-mouth. Now, **EVERYONE** turns to the Internet when looking for new homes. Nearly every buyer (97%) starts their home search online, and the homes that stand out visually get the most attention, the most showings, and the strongest offers.

The average home buyer **spends 10 weeks** searching for a home and previews 12 properties before deciding on their purchase.

I give your home as much visibility as possible using a variety of tools to ensure your home is seen by thousands of potential buyers

*** Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics. ***



OPEN HOUSE



Open houses are designed to maximize exposure and create convenience for buyers who want to tour the home without scheduling an appointment.

What an Open House Actually Does

- Creates a low-pressure environment for buyers to walk through.
- Increases online visibility because platforms boost listings with upcoming open houses.
- Allows neighbors, friends, and potential referral sources to see the home.
- Helps gather real-time feedback on price, condition, and buyer perception.

Most serious buyers would prefer private showings, but open houses add another layer of exposure that can help accelerate interest.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We will go over every different aspect of the offer(s). There is a LOT more to an offer than just price.

In a multiple offer situation, we'll review them all at once. This strategy is ideal as it allows us to make lists of the pros and cons of each offer. If there are at least two competing offers, I have a negotiation tactic to get you an EVER BETTER offer from those 2.



Things to keep in mind

Evaluating the Offer: Not all offers are created equal. A higher purchase price might be attractive, but the offer could also include contingencies, closing costs, or financing that is less secure. On the other hand, a slightly lower offer with fewer contingencies or a quicker closing date might be more appealing, depending on your circumstances.

Understanding the Offer: Each offer will include the proposed purchase price, financing details, closing date, contingencies, and any additional requests or conditions. It's crucial to understand all these elements before deciding how to respond.

C O N T I N G E N C Y

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. Buyers may include several contingencies in their offer depending on their financing and circumstances.

By working closely with me and the other industry experts we have roped into this process, you'll better understand what each contingency means, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with them when they arise.

1

Inspection Contingency

Every contract has an inspection contingency. This is where the buyer is able to do their due-diligence on the property with whatever inspections they desire (home, well, septic, termite, mold, water test).

2

Financing Contingency

Most contracts are also contingent on the buyer obtaining financing. We don't accept offers unless we have the buyer's pre-qualification from a lender, or a letter from their bank stating they have the funds to pay cash. This is the period in which the lender gets final approval and clear to close.

3

Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

4

Appraisal Contingency

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price. If the home does not appraise, we will have to talk about what that means and potentially adjust the price to keep the deal together.



APPRAISAL FAQ'S:



An appraisal is a professional assessment of the value of the property by a licensed, unbiased professional appraiser. This is a major piece of the transaction. It will be ordered by your lender and paid for by you the buyer (unless otherwise negotiated in the offer). The goal of the appraisal is to verify the value of the property for the lender and to protect the seller from overpaying. The contract is contingent upon whether the appraisal comes in at or above the purchase price.

WHAT HAPPENS IF THE HOME DOESN'T APPRAISE ?



A house "appraises low" if the value assessed by the home appraiser is lower than the purchase price agreed to between the buyer and seller. The home appraisal provides a snapshot of the appraiser's opinion of the current market value based on similar closed sales in the area. When the appraised value comes in below the contract price, it limits the amount a lender will finance because they base the loan on the appraisal and the lender will not lend more than the appraised value.

A low appraisal is where the Buyer and Seller negotiate new terms or the deal does not proceed. In some cases the seller agrees to sell at the appraised value, other cases the buyer pays the difference. The outcome is dependent on the parties involved and the power of negotiating skills and willingness of the seller.

John W. Smith
REAL ESTATE



If you need extra hands to help I have all the contacts!

I Have all the connections you for
almost anything you may need.

From movers, to plumbers, painters,
electricians, handymen (and one
fantastic handywoman), landscapers,
concrete guys...you name it and I will
get you a reliable contact!

I love my community, and with almost
30 years here, I have been blessed to
have made wonderful relationships
with all kinds of business owners.

So when it comes time to prep or if we
need something fixed- I will help get
all of that set up. I am a full service
agent!

John W. Smith
REAL ESTATE

CLOSING DAY



**YOU DID IT!
IT'S TIME TO CELEBRATE!**

yay!

This is it! The big day!!! You'll be signing a lot of paperwork, but the good news is, we are at the finish line!
After you sign everything...we wait.

The deal is not closed until it has been recorded by the city/county recorder's office. Once each party has signed, lending has funded or cash has been wired, the title company will send it to record. This can take a few hours.

Once the deed records, we'll release keys to the new homeowner.
I will call you and say

"WE ARE ON RECORD!!!!!! IT'S A DONE DEAL!!!"

John W. Smith
REAL ESTATE

John W. Smith
REAL ESTATE

John W. Smith
REAL ESTATE

A FEW REVIEWS FROM PAST CLIENTS



John made the sale of the home easy! He was prepared with competitive market information for my listing and remained transparent throughout the entire process. He is a great communicator and advised me on changes that would impact my listed home. I recommend John for your real estate needs!

John is an amazing realtor. During the whole process of selling my home he was there for me. When I would get anxious about something not going right, he would put my mind at ease that everything will work out. He was able to get my home sold within a month of listing it. I recommend him and Westlake Realty any chance that I get when someone is looking to buy/sell their home.

Great realtor!!! I had a difficult time securing my house based on being jerked around by my sale while I was dealing with impatient sellers on my purchase. John did a great job keeping everybody calm while the deal was worked out. His skills at negotiation are incredible. I would defanately use John again if I ever decide to go through the process of selling/buying a house again!

John W. Smith

REAL ESTATE

WITH



I Can't wait to get your home SOLD

You are in good
hands

John W. Smith
REAL ESTATE
WITH



540-580-9318

Quezysmith@verizon.net

