

SELLER GUIDE



AMANDA CLINE

REALTOR®



AMANDA CLINE

YOUR TRUSTED LOCAL REALTOR

Helping people and real estate are both passions of mine. From our initial meeting to closing day and beyond, my clients rely on me any time of day. As a former educator, my calm and patient demeanor sets me apart in the industry, proving to be a valuable asset for my clients.

Originally from Chicago, I have spent the last 18 years embracing and loving Minnesota life. As a mother of three boys, I am convinced that this state provides the perfect environment for raising children. Being a transplant, I believe that I offer a unique perspective to clients moving here from out of state, and I relish any opportunity to introduce them to this area I call home.

I approach each transaction with unwavering dedication and passion, often going above and beyond my clients' expectations. Your real estate journey is my commitment, and I'm here to make it exceptional.



“Sales is an outcome, not a goal. It’s a function of doing numerous things right, starting from the moment you find a potential prospect until you finalize the deal.”
— Jill Konrath

CLIENT TESTIMONIALS

WHAT MY PAST CLIENTS HAVE TO SAY

Isaac B

I recently had the pleasure of working with Amanda and I couldn't have been more impressed with her professionalism, knowledge and dedication to helping sell my cabin. Her commitment to preparing my house to show as well as possible truly stood out. She truly goes above and beyond for her clients. I couldn't be happier with the outcome. I highly recommend Amanda for anybody looking to buy or sell a property in central Minnesota!

Darlene D

Amanda has done a great job selling the house! She has put great pictures online. She has been very helpful dealing with the leftover furniture and guiding me through this process. She is always pleasant and willing to spend time answering questions. I highly recommend her to sell a house or buy one!

Dale G

My wife and I worked with Amanda both in buying and selling homes. Each were excellent experiences. She was efficient, readily available, pleasant and accommodating. She helped the process go smoothly and we couldn't have asked for better results.

Samantha F

Amanda is incredible. She has been so flexible with our family and sold our house very quickly. She continues to keep an eye out for properties for us while we are in transition and we just feel like we are a priority for her. She was genuinely happy for us when she sold our home and didn't let us settle for an offer that was less than what our home was worth. Within 2 days she secured a much higher offer and we were grateful for her wisdom. She will continue to be the realtor we use and trust for the future.

Tessa E

Amanda was truly invested in our outcome. There was no question that she cared about our family and what was best for us. She was always available. She reassured us when things got stressful. She went above and beyond to answer questions, meet multiple times, and recommend other resources. A home is a huge decision and a big life change. We wouldn't do it again without Amanda.

HOME SELLING ROADMAP

A HOME SELLER OVERVIEW



WHY OFFER A BUYER'S AGENT COMMISSION?

HERE'S WHY IT'S A SMART MOVE

When you decide to sell your home, maximizing its exposure and appeal is crucial. Offering a commission to buyer agents can significantly enhance your chances of a successful and profitable sale. Here's why:

Attract More Buyers

Buyer agents play a pivotal role in guiding potential buyers. By offering a commission, you incentivize these agents to show your home to their clients, increasing your pool of prospective buyers.

Competitive Edge

In a competitive real estate market, offering a buyer agent commission sets your home apart. It signals to agents that you are a serious seller, making your property more appealing compared to those without.

Higher Sale Price

Studies show that homes offering a buyer agent commission often sell for more. The increased buyer interest and competitive nature fostered by commissions can drive up the final sale price of your home.

Faster Sales Process

Homes with buyer agent commissions often sell faster. Agents are more likely to prioritize showing these properties, leading to quicker offers and reducing the time your home spends on the market.

Professional Negotiation

Buyer agents are skilled negotiators. By engaging them through a commission, you ensure that negotiations are handled professionally, leading to better terms and a smoother closing process.

Smooth Transactions

Buyer agents help manage the paperwork, coordinate inspections, and handle other details, ensuring a seamless transaction. Their expertise reduces the likelihood of delays and complications.

YOUR LISTING STRATEGY

Preparing Your Home

I will help you to strategically declutter your home to attract the most attention from potential buyers, so they can envision themselves living in your home. Preparing a house before putting it on the market is one of the best investments you can make to attract a quick offer at the highest price.

Professional Photography

My photographer will take a variety of high-quality photos of your home, which will be used to market the property. Similarly, I will take advantage of modern resources such as video tours and drone photography to sell your home quickly and for the most money.

Advertising & Marketing

I will create an effective marketing plan to advertise your home, to reach a wide audience. Such as; placing your listing on online websites and social media, creating physical marketing material; brochures, postcards, and flyers. I use many social media strategies that are very effective, but often not utilized in our local area.

Consider these factors in mind when listing your home: Price, Condition, and Marketing



PRICING STRATEGY

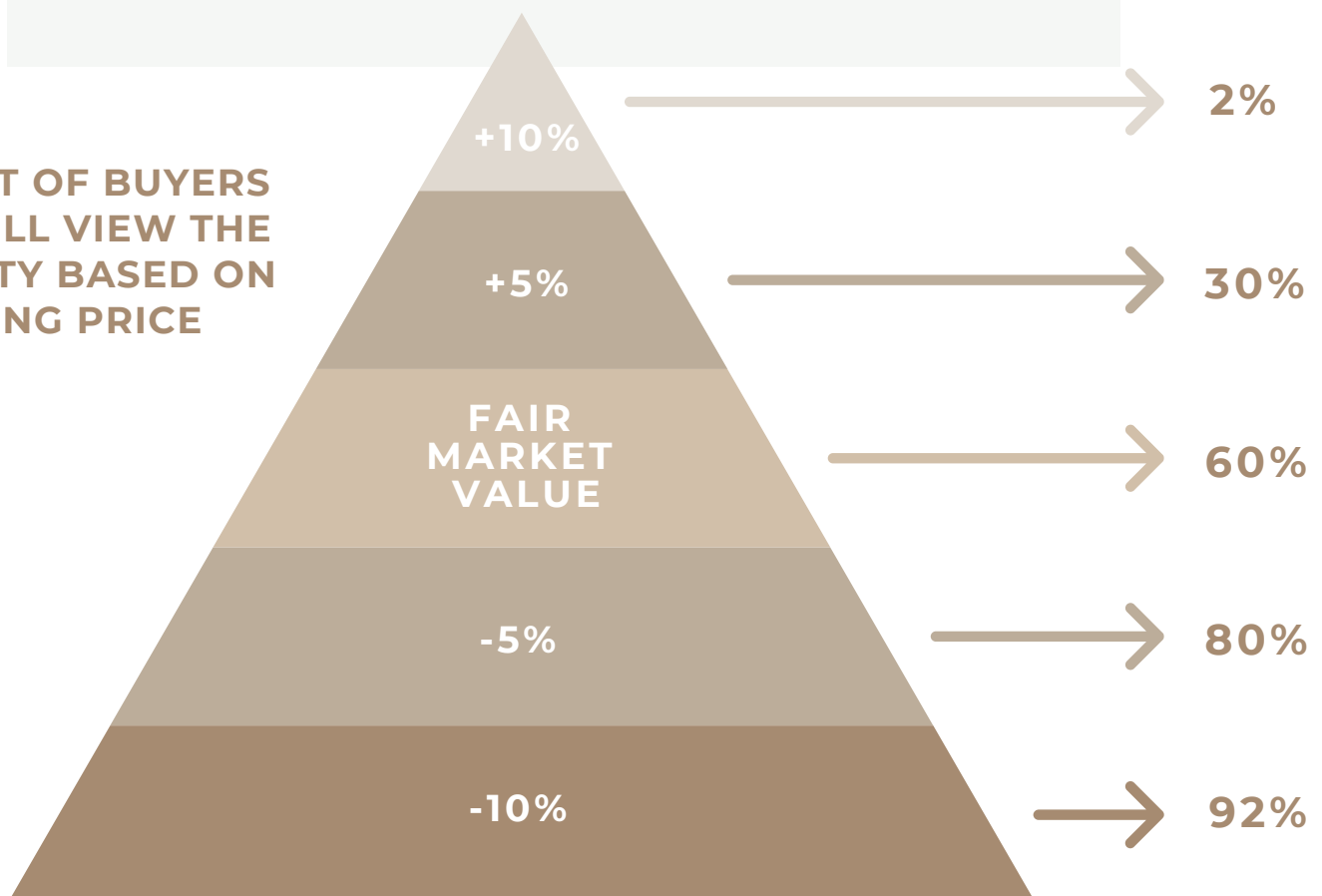
PRICING YOUR HOME TO SELL

As your realtor, I will help establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. My goal is to attract the greatest amount of buyers as soon as your home hits the market.

PRICING YOUR HOME COMPETITIVELY

The listing price is one of the most important factors in a successful home sale. It is important we price your home right from the start to earn top dollar.

PERCENT OF BUYERS
WHO WILL VIEW THE
PROPERTY BASED ON
ASKING PRICE



Cleaning and Staging Checklist

PRE-MARKET CHECKLIST

- ☐ Wash baseboards & walls
- ☐ Wash windows
- ☐ Repair any leaky faucets, torn screens, etc
- ☐ Clean mirrors and glass
- ☐ Deep clean bathrooms
- ☐ Clean light fixtures
- ☐ Clean appliances (inside and out)
- ☐ Clean & organize kitchen cabinets
- ☐ Depersonalize and remove excess decor
- ☐ Remove any extra furniture
- ☐ Declutter all closets and storage spaces
- ☐ Pressure- wash exterior
- ☐ Clean your front entry area
- ☐ Spruce up landscaping
- ☐ Clean up pet waste in the yard
- ☐ Clean by your front door
- ☐ Clean carpets
- ☐ Put on a fresh coat of paint where needed
- ☐ Fix mismatched light bulbs
- ☐ Tuck away kid(s) toys

PRE-SHOWING QUICK CHECKLIST

- ☐ Remove garbage from home
- ☐ Quick dust
- ☐ Make beds and fluff pillows
- ☐ Wipe down all counters
- ☐ Wipe down appliances
- ☐ Quick vacuum
- ☐ Remove any clutter
- ☐ Tuck away any personal items
- ☐ Turn on all lights & lamps
- ☐ If it's dark, turn on exterior lights
- ☐ Swap out bathroom towels
- ☐ Put down toilet seats
- ☐ Open curtains & blinds
- ☐ Wash floors if needed
- ☐ Move litter boxes to the garage
- ☐ Clear icy or snowy sidewalks
- ☐ Put out a rug for wet shoes
- ☐ Do not light any candles or add scents
- ☐ Remove pets from the home
- ☐ Move extra vehicles to the road

MARKETING PLAN

STRATEGY FOR MAXIMUM EXPOSURE



Brochures

Informative & creative brochures. [postcards, flyers will be created]



Open House

Hold open house events 1-2 weeks after listing your home



Photographs

Use professional quality and high resolution photography



Emails

Sent to current databases with thousands of buyers searching



Social Media

Set up a variety of social media campaigns to promote your home



MLS Listing

Featured in the MLS listing and major 3rd party real estate sites



PHOTO PREPERATION

A CHECKLIST TO PREPARE FOR PHOTOS



- ☐ Remove personal items, excess furniture, and unnecessary knick-knacks.
- ☐ Deep clean the entire home. Dust, vacuum, mop, and clean all surfaces.
- ☐ Ensure windows are spotless for clear views and maximum light.
- ☐ Scrub sinks, toilets, bathtubs, and showers, and hang fresh towels.
- ☐ Clean and organize the kitchen: clear countertops, and clean appliances.
- ☐ Touch Up Paint Where Needed: on both interior and exterior walls.
- ☐ Arrange furniture for open space: Create a welcoming and spacious layout.
- ☐ Mow the lawn and trim hedges: ensure the front and back yards are neat and tidy.
- ☐ Store trash bins out of sight: ensure they are not visible from the street or in photos.
- ☐ Remove all furry friends from the areas being photographed.

HOME SHOWINGS

THINGS TO CONSIDER

✓ **Be Flexible**

Be as flexible and accommodating to the buyer's schedule as possible. We want to avoid having missed opportunities if at all possible.

✓ **Natural Light**

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

✓ **Odors**

Avoid strong-smelling foods; keep your meal prep as neutral and simple as possible.

✓ **Furry Friends**

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Not everyone is a pet person and it may hinder potential buyers' ability to picture themselves living in your home.

✓ **Empty Trash**

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

✓ **Keep Informed**

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.



INSPECTIONS & APPRAISALS

HOME INSPECTION

Property inspections are done to make sure the home is in the condition in which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms for the sale.

HOME APPRAISAL

If the buyer is applying for a loan to purchase the home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller, we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal.



CLOSING DAY!

Final Walk-Through

The final walk-through is typically scheduled right before the closing. During this time, the buyer will inspect the property to ensure that everything is in the same condition as when the offer was accepted. It's important to ensure that all agreed-upon repairs have been completed, and that the property is empty, clean and free of debris. If there are any issues, we can work together to resolve them before closing day.

Closing Day

Closing day is when the sale is finalized, and ownership of the property is transferred to the buyer. As the seller, you may sign the sale documents prior to closing day. Prior to closing day, make sure you call each of your utility companies to discontinue service.

During the closing, you'll sign all necessary documents and pay any remaining closing costs. Once everything is complete, the buyer will receive the keys to the property and become the new owner.



What to Bring

- All house keys
- Any garage openers
- Mailbox keys
- A valid government-issued photo ID



FINAL STEPS FOR SELLERS

Check for Forgotten Items

Do one more check throughout the home to make sure you're not leaving anything behind. One exception: You may want to leave unused or leftover paint cans in the colors currently used in the home

Change Address

Let everyone know your new address. Submit a change of address to the post office.

Documents

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place. Put together a packet of manuals, receipts, and any warranties as well if applicable.

Close Accounts

Cancel utilities and close the accounts. Keep a list of phone numbers for each of your utilities.

Lock Up

Before the buyer's final walk through and closing, make sure to close window coverings and lock the entry doors.



SELLER MISTAKES

COMMON MISTAKES TO AVOID

Home seller mistakes are common, but they can be disastrous & lead to unwanted process delays and financial issues down the road. Here are the top 6 common mistakes to avoid:

1

Not Clearing the Clutter From Your Home

Be sure to deep clean your home, and put away clutter

2

Not Working With A Real Estate Agent

A real estate expert makes the home buying process go smoothly

3

Pricing It Wrong

Set your price right price from the start to sell your home quickly

4

Not Expecting Home Selling Costs

Don't let home-selling costs catch you by surprise.

5

Using Listing Photos That Look Bad

Work with a realtor who enlists experienced photographers

6

Limiting Showings

You could be missing out on potential buyers, be sure to be flexible
