



ELEVATED.

CRUSH IT

We are committed to excellence and embrace change

COMMUNICATION

We seek to understand and communicate clearly

RESPECT

We respect the thoughts and time of those around us

INTEGRITY

We always choose to do the right thing and operate professionally

LEADERSHIP

We seek to edify, motivate and inspire others

HUMBLE

We are grateful and check our egos at the door

OWN IT

We are accountable for our actions

PROACTIVE

We innovate and constantly improve

UNITY

We have fun, encourage and celebrate the journey TOGETHER!



totally sold.

the 2022 home sellers guide





hello!

First and foremost, **we're really looking forward to helping you sell your home!** Our Links Agents will do everything possible to make sure this fun and exciting experience is stress-free and smooth.

Give this guide a quick read, and refer back to it throughout the process of selling your home. We're looking forward to working with you, and thank you for the confidence you've put in us!

what we bring to the table

We're a team of registered Real Estate Agents, with years of experience in the industry. Our experience spans over residential & commercial property transactions. The Links Team is able to offer our clientele up-to-date market information, sound advice, plus astute insights into the local property market. Our clients appreciate our friendly, candid approach as well as our strong negotiating skills.

what we will do for you

Understanding your individual situation, your needs and aspirations is our starting point for helping you on your current property journey. Our priority is to keep your best interests at the heart of every single decision. We'll guide and assist you every step of the way, ensuring a smooth, stress-free process amid the complexities of property transactions. Together we will achieve the best possible outcomes for you and your family.

Making your next move your best move!

contents

- 04 The Saleability of Your Home
- 05 Home Selling Timeline
- 06 Home Items to Have Ready
- 07 5 Steps to Prep for Photos
- 08 Negotiating the Deal + The Under Contract Process
- 09 Closing 101
- 10 Customer Testimonials
- 11 Contact Info
- 12 Links Residential: Elevated



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KNOWING THE SALEABILITY OF YOUR HOME

Your Links Agent will help you learn these sellers tips, while keeping the process quick and easy, with answers to all of your questions in minutes!

1. price point

Pricing your home for the current market is important for maximum exposure and ultimately, a satisfactory sale. Factors that determine a property's value include location, design, amenities, competing properties and economic conditions. Factors that have little or no influence include the price the seller originally paid and the amount of money spent on improvements.

2. market conditions

The real estate market is always fluctuating, and as your trusted agents, we will be able to discuss the pros and cons of listing during varied market conditions.

3. property condition

The condition of your property will have a lot to do with the selling price and how quickly it will sell. If there are repairs needed or if professional staging is required, your Links Agent will be there to assist and offer guidance.

4. market exposure

Your Links Agent will focus on what we're able to control – market exposure and negotiating offers. We want to get the most qualified buyers into your home, in the least amount of time, and with minimal inconvenience. With a comprehensive marketing plan, your home will get noticed in any market.

HOME SELLING TIMELINE

- 01 discovery, research & establishing a price**
 - Your Links Agent will tour your home & give insights to help your sale
 - Discuss the difference between sold price and listing price
 - Establish a price for your home & develop initial marketing strategies
- 02 prepare your home**
 - Clean and declutter your home
 - We will discuss the value of your home & review the calendar of expectations
 - As you prepare to sell, view your home through the eyes of the buyer
- 03 pre-launch & launch day**
 - From photography to lock boxes on your home, we make sure everything is prepared
 - Your home's profile is posted online
 - Any and all marketing materials we've agreed upon will be rolled out
- 04 offers & negotiation**
 - We will review all offers with you
 - We will help you understand all the terms of the contract
 - You will be able to accept, deny or counter offers received
- 05 under contract**
 - Accept the best offer
 - Negotiate any repair requests and issues from inspection
 - You have agreed to all the terms of the offer
- 06 loan commitment**
 - The buyer's loan is underwritten
 - Appraisal of the property is performed
 - All buyer's documentation is verified and we wait for approval
- 07 closing preparation**
 - Lender's requirements have been met, and closing documents ordered
 - Your Links Agent will review all figures & schedule the closing
 - Final walk-through of your home 24-48 hours prior to closing
- 08 closing**
 - Documents are reviewed and signed, and proceeds received
 - Cancel your utilities & insurance
 - Hand over your keys and celebrate selling your home!



LIST OF ITEMS TO HAVE READY

Once your home is on the market, it's very important to have information ready to go in case the buyer or lender requests it.

Below is a list of items that buyers, lenders and title companies might request during this phase of selling your home.

- () Manuals for appliances
- () Receipts of work done to the home – including all major and minor renovations
- () All keys and garage door openers
- () Surveys previously done
- () A list of utility providers & average costs per month
- () Alarm instructions

HOA COMMUNITIES –

Check in with the HOA to see if there are any restrictions or policies when listing your condo/townhome

If you have any known info regarding assessments, certification letters or HOA covenants, have those available for buyers.



5 STEPS TO

PREP YOUR HOME

for photography

01 GENERAL

- Add flowers to kitchen table and place a welcome mat by the front door area
- Test all lights and replace bulbs as needed
- Leave all lights on and all fans off
- Touch up paint and fill holes or scratches in walls
- Declutter as much as possible, removing excess furniture and family items / documents

02 KITCHEN

- Clear countertops of all appliances, if possible
- Empty sinks and put away all dishes.
- Empty garbage and move cans/bins to the garage
- Remove all artwork and magnets from fridge, and any items off top of fridge
- Remove animal dishes and kennels
- Remove rugs, potholders, trivets and dish towels
- Put all sponges, brushes, cleaners and dish soaps under the counter

03 BEDROOMS

- Make beds and tidy the rooms
- Put all clothing, toys and valuables in drawers or closets
- Remove family photos and artwork, if possible

04 BATHROOMS

- Clear countertops of all personal items
- Clear shower and tub of personal items
- Clean mirrors and glass surfaces, empty garbage and hide bins
- Hang towels neatly and remove rugs
- Remove plungers and cleaning items
- Keep toilet seat and lids down

05 EXTERIOR

- Lawn should be freshly mowed & edged, and bushes trimmed
- Neatly coil hoses & remove yard clutter
- House number should be clean and visible (not faded)
- Pressure wash driveway
- Organize patio furniture and toys

NEGOTIATING

THE DEAL SUCCESSFULLY



HAVE YOU FOUND THE RIGHT BUYER?

Disclose everything. Be proactive to disclose all known defects to buyers — avoid legal problems later.

Remember your priorities, but also respect the buyer, as this will be their next home & they are nervous about the unknowns.

Ask all of your questions. Offers may include complicated terminology, which can be clarified for you.

Respond quickly. The buyer is most ready to purchase when their offer is made — don't delay.

Meet halfway if there are disagreements about small expenses — split the difference and move on.

Stay calm, even if the situation is tense.

MAKE THE DEAL HAPPEN.

UNDER CONTRACT PROCESS

offer accepted

Now that you've decided on an offer, it's time to start the under contract process. There are a few dates and deadlines to be aware of — title deadline, due diligence, inspection, appraisal, and loan conditions. The under contract process can normally take anywhere from 30-60 days.

inspection

The buyer's agent will set up a day and time that works for you to have the inspector perform a full inspection on your home. You will be asked to leave during this time. After inspection, the buyer's agent will send an inspection objection requesting specific repairs or replacements, if needed. At this time you can decide which items you agree to fix, repair or replace, if any. Remember, inspection items that affect health and safety are pertinent.

appraisal

An appraisal will be required by the lender if the buyer is obtaining a loan. The appraisal could come in low, high, or at value. Your Links Agent will guide you through the process on the right steps to take if the appraisal comes in low. After the appraisal, we wait for the loan conditions deadline for the buyer, and are that much closer to the closing table.

closing 101

THE CLOSING PROCESS FINALIZES THE SALE OF YOUR HOME AND MAKES EVERYTHING OFFICIAL. ALSO KNOWN AS SETTLEMENT, THE CLOSING IS WHEN YOU GET PAID AND THE BUYER RECEIVES THE DEED TO YOUR HOME.

what to give to your realtor before closing

- House keys
- Garage door opener(s)
- Mailbox and any other spare keys

what to expect

The escrow officer will look over the purchase contract and identify what payments are owed and by whom / prepare documents for the closing; conduct the closing / make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any money due to you.

your cost

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as current or past due unpaid property taxes
- Unpaid special assessments on your property
- Real estate commission
- Title insurance policy
- Home warranty, if applicable
- Survey, if applicable

after closing, keep the following for tax purposes

- Copies of all closing documents
- All home improvement receipts on the home you sold



customer testimonials

BERGENFIELD BUYER



As first-time home buyers, we were overwhelmed, anxious and scared. Working with Links was the best decision we ever made.

NEW MILFORD SELLER



Links Residential is amazing! Marc and his team are excellent communicators and have great resources to get difficult deals done. I highly recommend them!

TEANECK BUYER



Great company to work with. The agents are knowledgeable, hard working and detail oriented. Highly recommended to anyone looking for the best in the industry on their side.

TEANECK SELLER



Links delivered expert advice and guidance through every step of the process – we couldn't have asked for a better experience. We felt at home working with them, and look forward to more deals with the Links in the future. Thank you Links Team!



we are
THE AGENTS YOU
CAN TRUST, WITH THE
EXPERTISE TO HELP YOU
SAVE MONEY.

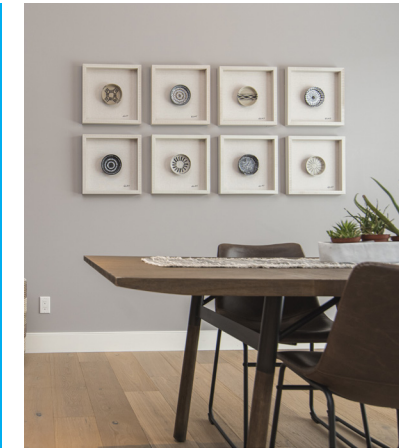
*your
dream
home*

IS WITHIN REACH

considering BUYING OR SELLING?

Navigate the real estate market with the proper guidance –

- ✓ a proven marketing plan
- ✓ experienced negotiation
- ✓ tips on staging your home
- ✓ email blasts
- ✓ professional photography
- ✓ honesty & integrity



contact US
TO SET UP AN
APPOINTMENT



Links Residential

brokered by eXp

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customer testimonials

TEANECK RESIDENT



Best Real Estate company with the best agents!!!

BERGEN COUNTY RESIDENT



HONEST, hard working, innovative and dedicated professionals. It is always a pleasure to work with Links Residential. I readily recommend them to anyone looking for a home in the Metro area.

CENTRAL JERSEY RESIDENT



Great team and innovative service approach.

