

# what to expect when selling your home

## SELLERS' GUIDE



Tracie AND Vicki  
TEAM AFA  
at William Raveis Real Estate



There's a lot involved in the preparation, marketing and sale of a home. Our Sellers' Guide will help explain what to expect and is one of the many services we provide in the home selling process.

# SELLERS' GUIDE







Should you list your home during the Spring market when there are plenty of buyers out looking? What about the Fall, when you won't be one of many and may stand out better? Summer? Winter?



## WHEN'S THE BEST TIME to sell?



The ideal time to sell is when you have your home in the best physical shape possible and when all sellers are emotionally ready to go.



## WHAT TO EXPECT when marketing your home

When you entrust Team AFA at William Raveis Real Estate with the sale of your home, you immediately have a team of professionals by your side. We are trained to sell your home at the best price in the shortest amount of time. Our goal is to achieve 100% client satisfaction.

### **Your AFA Team Works with You to Get Your Home Sold!**

- Review market conditions and set a best price to list your home
- Stage and photograph your home
- Showcase your home on the MLS, afahomes.com, raveis.com, realtor.com and in printed Marketing Brochures
- Install a For Sale sign with a direct phone line to the afa office and to your afa realtor
- Install an electronic key box so other agents can show your home safely
- Hold Broker Open Houses to market your home to other realtors
- Hold Public Open Houses to market your home directly to buyers
- Review feedback from agents

### **Showing Your Home to Potential Buyers and their Agents**

We recommend making your home as easy to show as possible. Keep your home 'show ready' and agree to showing requests whenever possible.

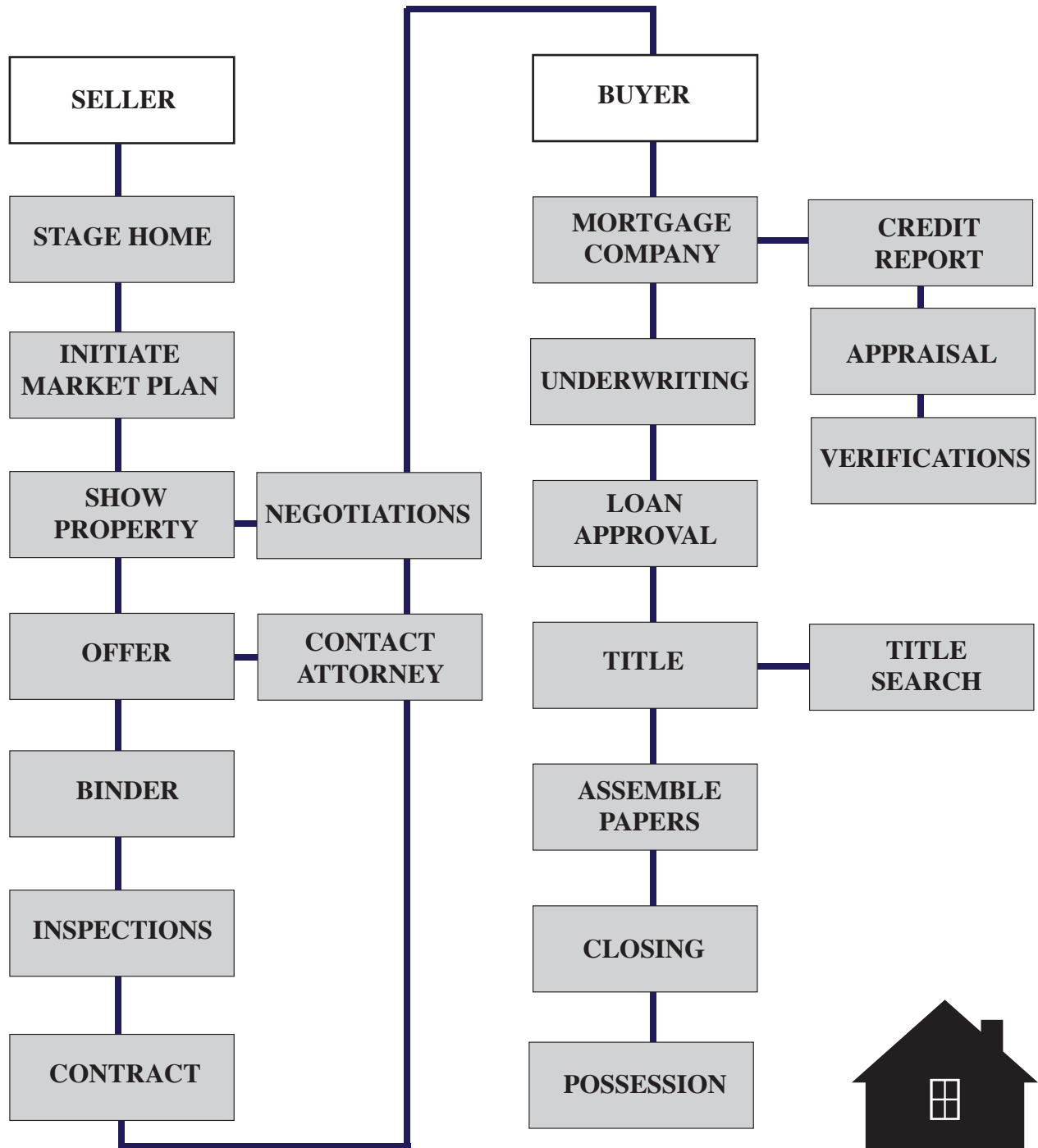
Potential buyers will have a better experience seeing your home when the homeowners are not present.

- At afahomes, **all** showing requests are coordinated through your afa realtor
- You will always be contacted by your realtor to schedule an appointment
- Realtors are asked to leave business cards, turn lights off and lock up
- Your afa realtor will follow-up with each agent to get buyer feedback

If a potential buyer or realtor comes to your home without a confirmed appointment, it is in your best interest not to let them in. Refer them to your afa realtor and politely ask them to make an appointment to come back at another time.



# steps in the home selling process...



# INTERPRETING the real estate market

## Showing Activity and Offers

The showing activity and frequency of offers are key indicators when evaluating the value of your home. Price objections are always clothed in different terms found in the feedback. Your goal is to offer the greatest value to the buyer within the price range your home is priced.

According to the National Association of Realtors (NAR), if a home is priced correctly the owners should receive one offer for every 10 showings.

- If your home is not being shown, it means that the agents and buyers think the price is too high.

Recommend a 10% price adjustment.

- If your home is being shown, but not receiving any offers, it means the buyers believe other homes offer more value at that price.  
Recommend a 5% price adjustment.





## the importance of **FEEDBACK**

Once your home has been exposed to buyers and agents it's important to listen to what the market is telling you.

### **Using Feedback to Interpret the Market**

We will follow-up with each agent who shows your home to answer any questions the buyer might have, inquire about a second showing and understand what the buyer thought of your home. We will use this feedback as a tool to market your home and evaluate the home's perceived value.

#### **When an Agent says:**

"The buyer thought the house was too small."



#### **The Agent means:**

The buyer found larger homes for the same price.

"They liked the house but bought another one."



They found other houses that were more suitable for their needs.

"They liked the home but bought a new one."



Buyers will pay 10-20% more for new construction.

"They didn't like the carpet, etc."



The Seller should replace the carpet and anything else that dates the home and can relatively easily be replaced.

"They thought the yard was too small or the street too busy."



They found other homes at this price with larger yards and quieter streets.

"They didn't like the floor plan."



Incurables need to be reflected in the list price.

**PLEASE NOTE:** Agents will provide a topline of their client's feedback. If an agent does not call us back, it usually means the buyers are not interested.

## WHAT TO EXPECT once you have an accepted offer

An accepted offer is when you have a fully executed binder with an agreed to purchase price, a 1% deposit check and a prequalification letter from the buyers' mortgage company. At this time, you should call your real estate attorney to initiate the sale. The following events will then take place:

### Home Inspections

- The buyers will conduct inspections at their expense within 7-10 days of the executed binder. The inspections can include the condition of the home, evidence of termites, condition of the well and/or septic system, radon level, the pool and oil tank if applicable.
- If items are noted by an inspector that need to be resolved, the buyer agent will discuss them with your afa realtor who in turn will recommend a strategy to negotiate the items.
- The inspection takes approximately three hours. As a courtesy to the buyers, you should not be present during the inspection.

### Contracts

- While inspections are being completed, your attorney will draft a contract and send it to the buyers' attorney.
- Within 10 days, after inspection items have been resolved, you will sign a contract and the buyer will pay the balance of the deposit, typically 10% of the purchase price, into your attorney's escrow account.



### Mortgage Contingency

- Most buyers require a mortgage to purchase a home and have a mortgage contingency in their contract.
- The buyer will be required to provide information to the mortgage company to qualify for the loan and the bank will send a licensed appraiser to your home to assess the market value.
- Your afa realtor will coordinate the appraiser's visit, typically within 3 weeks after signing contracts.



## Getting Ready to Move

- Once the mortgage contingency is fulfilled, there will be details for you to attend to including scheduling a mover and switching over utilities.
- Please refer to the Closing Checklist at the end of this booklet.

## Closing

- The closing is typically scheduled by your attorney and held at his/her office.
- The buyers and their realtor will conduct a walk-through the morning of the closing to ensure the home is in the same condition as when it bindered.  
The home should be clean and cleared of all personal belongings.
- If repairs were made as a result of the inspections, provide your attorney with the receipts for the work done.
- All keys and remote openers to the home should be given to your attorney.
- All warranties and appliance instruction booklets should be left for the new home owners.



CONGRATULATIONS ON THE SALE OF YOUR HOME!

# ESTIMATED CLOSING COSTS

## COSTS ON THE SALE OF A PROPERTY

State Conveyance Tax	.75% x Sales Price (1.25% x Sales Price over \$800,000)
Local Conveyance Tax	.25% x Sales Price
Realtor Fee	6% (varies)
Attorney Fee	\$1,000+ (varies)
Real Estate Taxes	Unpaid Amount
Mortgage Payoff	Unpaid Balance
Administrative Fee	\$195

## COSTS ON THE PURCHASE OF A PROPERTY

<b>Home Inspection Fees</b>	\$500-1,500 (often includes some of the items below)
Pool Inspection only	\$450-550
Radon only	\$300
Septic Inspection & Cleaning Only	\$250-350 for inspection, \$275-350 depending on tank size
Well Inspection & Water Test Only	\$350-550 depending on type of water tests ordered
Termite Only	\$150-250
<b>Mortgage Fees Include:</b>	\$5,000+ (varies)
Application	\$395 (often includes appraisal cost)
Appraisal	\$395
Points	0 pts to 3 pts
<b>Attorney Fees Include:</b>	\$1000+ (varies)
Title Search	\$350
Recording Fee	\$350
<b>Title Insurance</b>	\$275 per \$100,000
<b>Tax Escrow</b>	Determined by Lender, usually 6 months
<b>Tax Adjustment</b>	Buyer reimburses seller for pre-paid real estate taxes
<b>Interest Adjustment</b>	Per Diem from closing date to end of month
<b>Homeowners Insurance</b>	\$800+ depending on the property
<b>Administrative Fee</b>	\$195
<b>Other Adjustments</b>	Varies
Utilities (oil, water, propane)	
Common Charges (condominium)	
Association Fees	



# SELLERS CLOSING CHECKLIST

Once your buyer has satisfied their mortgage contingency and you have finalized a closing date, you can:

## Notify utility companies of your move

Electric      Gas/Oil      Water/Sewer      Homeowner Insurance  
Telephone      Cable      Sanitation

## Notify others of your change of address

Relatives/Friends	Banks
Post Office	Investment Firms
Health Insurance	Clubs
Credit Cards	Dept of Motor Vehicles
Car Insurance	IRS
Social Security	Doctors/Dentists
Life Insurance	Schools
Newspapers	Magazines



# staging your home...

## Exterior

Take a look at the exterior of your home and note how it looks. Is it tired? Is the paint chipping? Mold growing on the shingles? Cobwebs in the windows? Is there a broken pane of glass anywhere? It's very important to get the outside of your home in shape as it's the first thing a potential buyer will see.

## Front & Back Yard

Make sure your lawn is mowed and shrubs and hedges trimmed. Mulch the flower beds and put garden tools and hoses away. Remove dead plants and trees. Outdoor living spaces are very popular and important to buyers - make yours look inviting with appropriate seating, tables and fresh flowers.

## Curb Appeal is KEY

Fill the flower pots with seasonal foliage and sweep the front porch. Put a fresh coat of paint on the front door and hang a wreath. Look for ways to make your home look appealing from the minute a buyer pulls up in the driveway.





# ...to sell!



## Interior

Removing dated wallpaper and putting on a fresh coat of paint will give you the 'biggest bang for your buck.' Remove excess throw rugs and polish wood floors. Take down dated curtains and valances and make sure your windows are crystal clean.

## Declutter 101

Go through every room of your house and try to get rid of as much stuff as possible. Give away and throw away. Declutter and organize your closets, including the kitchen

pantry and bathroom vanities. Ask your afa agent about companies that will take or sell some of your things on commission. Put extra furniture in attics or storage areas of the basement.

## Clean every Nook & Cranny

Make sure your house is sparkling clean, everywhere you look. Don't forget the radiators, as these are often dust collectors. Clean your stovetops and inside the oven. Scrub showers and tubs with chlorox and regROUT or caulk if necessary. A clean house is imperative!



# *photograph the details*





# showcase the space



## Photo Power

Now that you have everything looking great, it's time to photograph. Most buyers will first see your home in photos on the internet so great photos are paramount.

Look for ways to showcase particular items of interest such as a chandelier, staircase or lovely fireplace. Decluttering will help show more light and space and make rooms feel larger.





# Tracie AND Vicki

TEAM AFA  
at William Raveis Real Estate

## ~ Client Testimonials ~

*“Our recent experience in selling our home was made so much easier thanks to Tracie and Vicki. From our first meeting with them we were impressed with their familiarity with the local market trends and their combined knowledge of the selling process; all imparted to us with patience, sincerity and integrity. We followed their expert advice on market timing and the staging of our home and as a result we had a full-price offer after only four short days on market!! Tracie and Vicki continued to be attentive to us during the ensuing weeks leading up to our closing, which went flawlessly. It is with pleasure that we wholeheartedly recommend these two highly competent professionals (and now personal friends) as realtors.”*

**RG & LG, Fairfield**

*“We had an absolutely wonderful experience working with Tracie and Vicki! They were so helpful in guiding us to price our house effectively and helped us to stage our house in a way to make it look its best. The pictures and marketing materials they created were amazing!! With their help, we received an offer in less than two weeks. They were so helpful in guiding us through the negotiations, the inspection, and the closing process. We couldn't be happier!”*

**SK & AK, Fairfield**

*“Without Tracie & Vicki, our dream would never have turned into a reality! Their professional advice and counsel, and expertise in all matters of staging; listing and market analysis, data and timing; offers and negotiation; and final delivery was impeccable — always delivered with clarity and grace. Two offers in the first day on the market selling our house says it all!”*

**DA & LA, Westport**

*“I recommend Tracie and Vicki to everyone I know! They are amazing. They helped us sell our house, handling the preparation, communication and sale flawlessly. As a result of their guidance in pricing and marketing the house, we had three pre-approved bids by the end of the open house!”*

**SW, Fairfield**

*“Tracie and Vicki are a dynamic duo! Each of them brings a wealth of knowledge and experience to the table which has made our first home buying experience a pleasant one. They have a great pulse on the market and an insiders perspective of what it's like to live in Fairfield which proved to be extremely beneficial to our family who is new to the area. Their honesty and professionalism cannot be matched and we wholeheartedly recommend this fantastic team! Thanks Tracie and Vicki!”*

**JC & SC, Fairfield**

Over \$2.5 Billion in Sales

# Tracie AND Vicki

TEAM AFA  
at William Raveis Real Estate

## ~ Client Testimonials ~

*“Tracie and Vicki are a dynamic team. They listed, showed and sold our home in a short time. Tracie and Vicki are both extremely professional, hardworking and sensitive to the needs of their clients. Their knowledge of the local real estate market is impressive. We highly recommend Tracie and Vicki and already did so to friends who are selling.”*

**KC & CC, Fairfield**

*“In this market, you have to go 10 steps beyond and that is what Tracie and Vicki did to sell our home. They marketed our home beautifully from the internet to open houses. They were very market savvy helping us price our home correctly and negotiate a fair price. They were always kind and patient with us. We were very lucky to have worked with Tracie & Vicki throughout this process.”*

**PG & FG, Fairfield**

*“We highly recommend working with the Tracie and Vicki team. Vicki & Tracie presented the best information, market analysis, and overall process guidance. We can say with confidence that their enthusiastic, yet realistic, presentation of what we could expect and how they would help us through was understated and over-delivered.”*

**AM & BM, Fairfield**

*“We could not have asked for a better partner in selling our home and navigating the purchase of a new home. We feel so lucky not just because they were great advisors but also helped keep everything in perspective when it got complicated with negotiations. We appreciated having such amazing partners in the process. Thank you, thank you!!”*

**AP & EP, Fairfield**

*“Overall, Vicki and Tracie exceeded all expectations! And this is our 8th home purchase. They were always available to answer questions, fantastic negotiators and really understood our needs.”*

**JL, Fairfield**

Over \$2.5 Billion in Sales

# Tracie AND Vicki

TEAM AFA  
at William Raveis Real Estate

## Tracie Rigione

*Realtor*

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Tracie leverages her extensive marketing background to showcase her client's home to obtain the highest price in the shortest market time possible. Her clients, both buyers and sellers, appreciate her expertise and industry knowledge and are impressed with the level of commitment she provides. Real Estate transactions, whether selling or buying are an emotional time. While always working to meet her client's real estate goals, Tracie believes it is equally important to ensure that her clients have a positive experience. She prides herself on her strong communication and organizational skills, keeping all parties well informed throughout the transaction –buyers, sellers, attorneys and mortgage brokers. She is a calm yet intentional negotiator keeping the deal together with a high level of integrity.

Tracie has been a resident of Fairfield since 1994, where she lives with her husband Anthony and her children Alex and Katie. She is actively involved in community events and her children's schools and sport activities. This provides her with a wide range of knowledge of what the Fairfield community has to offer including, The Norma Pfriem Pink Pledge Campaign, Fairfield Park and Recreation activities, Scouting, Inn at Longshore Sailing School, local swim and soccer teams - Fairfield Fly Fins, Shoreline Elite Aquatics, Wilton Wahoos, Fairfield United Soccer Association, and the Connecticut Football Club. During her free time, Tracie enjoys sailing, biking and gardening.

In 2009, she and a colleague, Vicki Ihlefeld, a former Mortgage Loan Officer, formed a collaborative real estate partnership. Together, they provide every one of their clients with a wealth of industry expertise, the highest level of integrity and unparalleled client service.

Prior to joining afahomes, Tracie graduated from Dickinson College with a BA in Psychology and began her marketing career working at Merrill Lynch Realty in Stamford, Ct. Looking to build her general marketing skills Tracie then went on to spend 15 years working at Unilever, marketing leading brands such as Dove, Wisk and Lever 2000. While at Unilever, Tracie earned her MBA in marketing from the Stern Business School at NYU.

Over \$2.5 Billion in Sales



Tracie  
TEAM AFA  
at William Raveis Real Estate  
AND Vicki



**Vicki Ihlefeld**  
*Vice President of Sales*  
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**tracieandvicki.com**

Vicki is dedicated to providing a level of commitment to her clients that surpasses expectations at every turn. With 12+ years of real estate sales experience and over \$70 million sold, Vicki quickly assesses her clients needs and helps them find creative solutions for complex transactions. Her knowledge of the market and data-driven research and counsel provide a strong foundation for clients to make sound real estate decisions.

Prior to starting her career in real estate, Vicki was a residential mortgage Loan Officer and auditor for Citizens Bank and Patriot National Bank. Her expertise in this area is helpful to clients navigating these waters and her thorough knowledge of the real estate transaction has been helpful in getting clients to the closing table.

Vicki has a Bachelors' degree in Business Administration from Saint Michael's College in Vermont.

Vicki and colleague Tracie Rigione formed Tracie and Vicki, a partnership on the #1 Real Estate team in New England, and their success has grown yearly since joining Al Filippone Associates in 2012.

Vicki and her husband Tim were drawn to Fairfield 20+ years ago for its proximity to NYC, excellent education system, beaches and downtown area. Their 3 children have taken part in all Fairfield has to offer. Vicki has been active in the PTA, and was recognized with a state-wide PTA Appreciation award for her work at Jennings Elementary School. She has been an active volunteer in local sports organizations, Warde High School, The Gaelic American Club of Fairfield, St. Pius X Church and The American Cancer Society. Vicki is a former professional figure skating instructor and enjoys sports with her kids, tennis, and exploring the Connecticut coastline.

Over \$2.5 Billion in Sales

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# TEAM AFA

At William Raveis Real Estate

Thank you for considering Team AFA at William Raveis Real Estate to market and sell your home. The Wall Street Journal has recognized us as the #1 Team in New England based on production volume. We strive daily to maintain that position with hard work, dedication and attention to detail.

We are an energetic group of agents and admin ready to help you sell your home and move on to the next phase of your life.

Please let us know if you have any questions regarding this guide or any real estate matter.

# THANK YOU!

