
BUYER'S

Guide

To Real Estate



**THE STEP-BY-STEP PLAN TO
PURCHASE YOUR NEW HOME**

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To Real Estate



Buying a home is a big decision!

Perhaps even more so today, as the housing market and economy are adjusting to the ever-changing circumstances around us. I want you to know that I'm here to help every step of the way.

TABLE OF Contents

Understanding the Housing Market	04	Things to Think About When Considering a Home	21
Real Estate Market Cycles	05	Virtual Home Viewing	21
Is Now a Good Time to Buy?	06	Explore the Neighborhoods	22
Pre-Purchase Preparation	07	What If I Want to Purchase a Home Through a Builder?	23
Are You Ready to Buy?	08	Make an Offer on The Home of Your Choice	24
Get Pre-Approved for a Mortgage	09	Negotiate the Details with the Seller or Seller's Agent	24
What You Need to Know About Your Credit Score	09		
Hiring a Real Estate Professional	10	Purchasing and Closing the Deal	25
Do I need a Buyer's Agent?	13	Have your Home Inspection and Appraisal Done	26
Who's Involved in the Purchase of Your Home?	15	Secure your Financing	28
Let the House-Hunting Begun	17	Understand the Closing Costs	28
Identifying your "Must-Have's" and "Nice-to-Have's"	18	The Official Closing	29
10 Things to Consider When Choosing Your New Home	19	Celebrate and Move In!	29
Look at Homes!	20	Moving Checklist	30
		Tips for Helping Children with a Move	34
		My Commitment to You, the Buyer	35



Understanding the Housing Market

Finding a new home can be an exciting experience, even if the process seems daunting! This guide is for anyone considering the purchase of a new home, particularly those who are first-time homebuyers. If you're like most people looking to purchase right now, you probably have lots of questions - and I understand! I've put together this Buyer's Guide so you know what to expect, and even more importantly, what to consider while moving forward through the process of buying a home.

This resource guide will explain all the little things that should be considered and completed - from the moment buying a house first enters your mind – right through moving day. I also want to point out the benefits of working with industry professionals to ensure that you (and your future home) are in the best possible hands.

Real Estate Market Cycles

The real estate market is like many things in life and business — constantly changing! That's not a bad thing! What's important is to have a resource that you can trust to make sure that you've got a solid understanding of what market trends mean for you, and your buying and selling power.

There are three types of real estate markets:



A Seller's Market

This happens when there are fewer houses on the market and the buyers are the ones competing for the properties. This is often when you see multiple-offer situations, and purchase price sometimes higher, even much higher than the list price. This market favors the sellers.

A Buyer's Market

This happens when there is a flood of properties on the market and home sellers are the ones competing to attract the attention (and land the contract) from a much smaller pool of buyers. In this market, you'll see lower price points and terms that favor the buyers.

A Balanced Market

This happens when there is a more even balance between properties for sale and buyers coming into the market. This market is the fairer and more equitable of the three, but is much less common than its two counterparts.



Is Now a Good Time to Buy?

To determine if this is the right time to buy, speak to your real estate professional to find out which real estate market cycle your particular area is leaning towards.

They can provide you with local market statistics, trends, and a current home price evaluation. It's important to note here that "national" trends don't always mean we're seeing the same conditions locally. Every market is different, and ours is no exception to that rule!

A question even bigger than market cycles is: "*What is YOUR motivation to buy?*" While some conditions may certainly favor buying, I often coach clients to clearly identify what making a move will look and feel like for themselves and their families, as well as keeping an eye on the trends for purchasing.

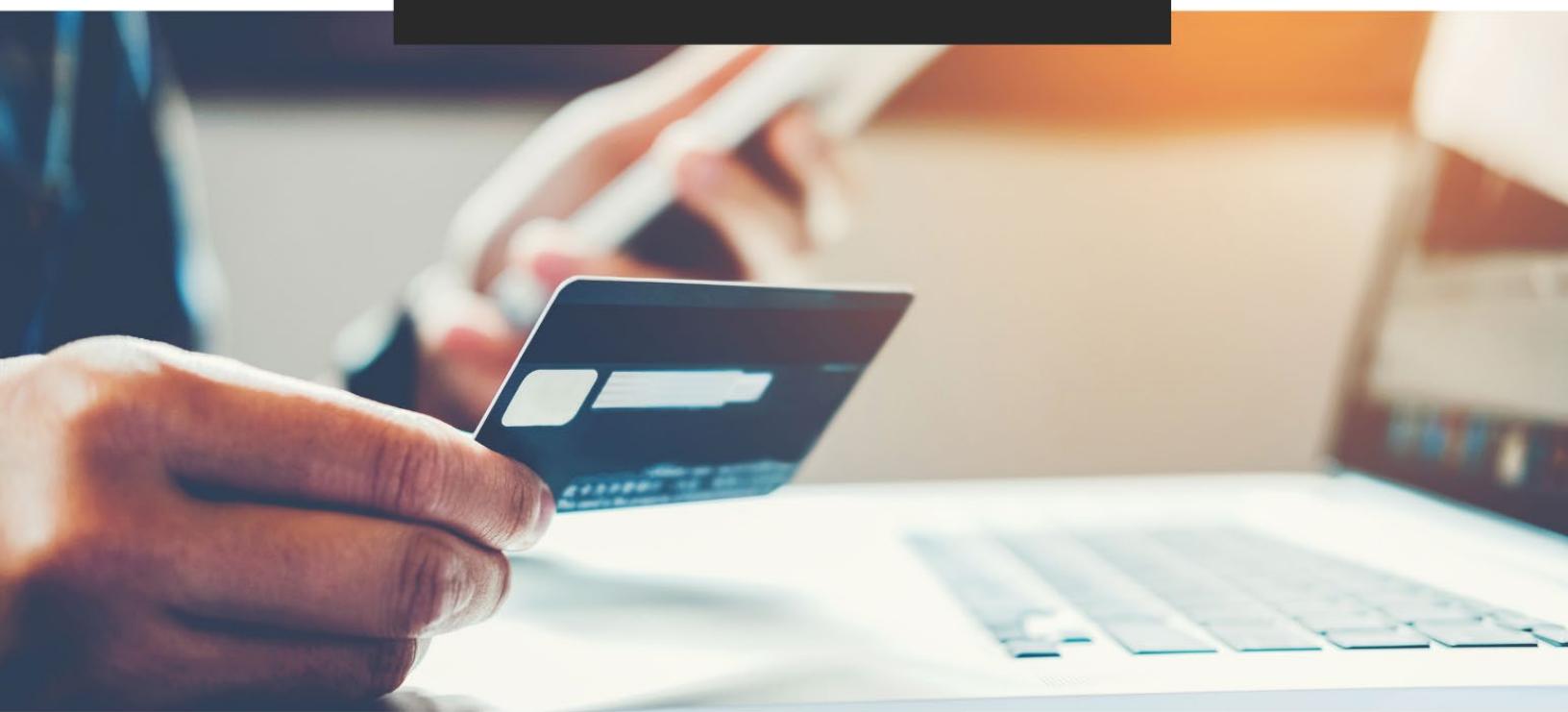
A good real estate professional will be able to help you fully lay out all of the information so that you have what you need to make the best possible decision for you and your family, both emotionally and financially.

Pre-Purchase Preparation



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PRE-PURCHASE PREPARATION



Are You Ready to Buy?

House-hunting doesn't start when you begin touring houses. There is a lot of preparation that should be done before you even pick up the phone to call an agent. Not only should you think about what you have to do, there are also things you should avoid doing in preparation for your purchase. These can complicate the mortgage approval process and/or affect your credit rating:

- Don't make any large purchases that might affect your credit score or debt-to-income ratio.
- Don't buy new things for your future home - wait until after you close the sale.
- Don't apply, co-sign, or add any new credit.
- Don't close or consolidate any accounts/credit lines without advice from your lender.
- Don't quit or change jobs.
- Don't change banks.

Get Pre-Approved for a Mortgage

Finding a lender before you start house-hunting is always a good idea for a few reasons. You will know up front what mortgage amount you are approved for which lets you know how much you can spend on your home, and pre-approval makes the financing part of the process after making an offer flow more smoothly. Many sellers will not even consider offers from a buyer who is not already pre-approved. It also never hurts to get a second opinion from another lender, who may have some suggestions on incentives or rates that your first lender doesn't have.

Your lender will help you decide how large of a loan you actually want to take out, and will guide you through how your property taxes, homeowner's insurance and closing costs will be factored into your final numbers.

What You Need to Know About Your Credit Score

While FHA loans technically require a minimum credit score limit of 580, higher scores in the 700+ range will get you better interest rates. Your FICO score will be one of the main determining factors for the type of loan you qualify for, and any increase in the interest rate can affect your overall monthly payment, and also what you end up paying over the life of the loan term.

There is a large disparity in how loans are approved between all the different lenders, so you may need to phone around to see what sorts of loans might be available to you.



Things That Can Hurt Your Credit Score

- What is your payment history like? Were you prompt with your payments? Late or missed payments will negatively affect your credit rating.
- If you owe more than 33% of your total credit line, that will dramatically lower your credit score. So, a great strategy is to pay down your credit cards below that 33% threshold.

Hiring a Real Estate Professional

A licensed real estate professional will provide much more than the service of helping you find your ideal home. Real estate agents are expert negotiators with other agents, seasoned financial advisors with clients, and superb navigators in the geographic areas they service. A professional real estate agent is your best resource when buying your home.

If that isn't enough, listen to the 93% of homeowners polled, who agreed that YES, you should absolutely work with a real estate professional through this process!





They Protect Your Best Interests

Just as you'd turn to a trusted surgeon for a medical procedure or an attorney to help with a legal woe or contract, hiring a professional real estate agent helps to ensure that all your family's interests are well served. From navigating complicated processes to negotiating on your behalf, it's important to have an advocate on your side.

They've Done the Homework

In the United States, it takes between 60-180 hours of course work before you can even sit for the real estate exam. During that time, we learn principles which include property valuation, escrow procedures, financing, and taxes. We learn state and federal law which includes writing binding contracts and leases, titles, liens and encumbrances, unlawful discrimination. We then learn safe and fair practices for working with sellers and buyers that include communication skills, marketing, pricing, and a wide spectrum of necessary technology and tools needed to list and sell real estate in today's world.

Standards Matter

There is a difference between just being a licensed agent and being a REALTOR®. A Realtor® is a real estate agent who is an active member of the National Association of Realtors®, which was founded in 1908, and is one of the largest trade associations in the United States. To join this organization, agents must not only have a valid license, but impeccable conduct records and adhere to an extensive Code of Ethics and Standards of Practice.

For buyers like you, that means hiring a REALTOR® allows you more peace of mind knowing that your representative has been thoroughly vetted and has sworn an oath to those professional ethics and standards.

"Legal Ease"

As you might imagine, managing contracts, addendums, contingencies, and caveats in a world that has become more litigious than ever is not for the faint of heart. Just as a CPA might help you successfully wade through ever-changing tax codes to confidently file a tax return, a real estate professional helps home sellers expertly and legally navigate price, terms, conditions, and contracts with a lot more peace of mind.



Do I need a Buyer's Agent?

A buyer's agent is a licensed, professional real estate agent working on behalf of a home buyer. They officially represent the buyer in all aspects of their home purchase. Buyer's agents are legally bound to help buyers, whereas a listing agent—the real estate agent representing the home listing—will always be bound to their contractual relationship with the seller and will be working in their best interests.

The advantage to signing a Buyer's Agency Agreement is that you will have a professional agent working to find and secure the ideal home for you. It is much easier to find a home that meets your needs, negotiate a contract, and close the transaction with an experienced agent by your side. You won't need to spend endless evenings and weekends running around looking for homes or trying to search computer networks by yourself. When you tour homes with your professional Buyer's Agent, you will already know that the homes meet your criteria and are within your price range.

I would be happy to further explain the process of how the Buyer Agency Agreement works and answer any questions you may have!



Enlisting the services of a professional Buyer's Agent is similar to using an accountant to help you with your taxes, a doctor to help you with your health care, or a mechanic to help you with your car. If you had the time to devote to learning everything about accounting, medicine, and automotive mechanics, you could perform these services yourself. But who has the time? This is why you allow other professionals to help you in their specific areas of expertise.

I will take care of the hassles of everyday real estate transactions for you. I let you concentrate on your full-time job, while I do my job. I will guide you through the home-buying process and exclusively represent your interests as I help you find a home, present your contract offer, negotiate, and close on your home!



As your Buyer's Agent, I will...

1. Promote and protect your interests.
2. Sign an agency agreement saying I will represent you, the buyer.
3. Ask you to be loyal and not work with other REALTORS.
4. Locate and show available properties from any company, pointing out strengths and weaknesses to you while honoring your price limits.
5. Provide important information about neighborhoods, floor plans, and resale characteristics.
6. Counsel you about property values.
7. Keep your bargaining and financial position confidential.
8. Advise you on offers you may want to make on a property.
9. Assist you in arranging property inspections.
10. Submit offers to purchase promptly.
11. Respond honestly and accurately to questions.
12. Consult with you regarding counter-offers.
13. Negotiate only on your behalf.
14. Follow-up on necessary corrections and/or repairs.
15. Supply information for any services requested.
16. Provide guidance and support throughout the closing process.
17. Stay in touch with you regarding future market conditions that may affect your home value.
18. Appreciate any recommendations to family and friends!

Who's Involved in the Purchase of Your Home?

When it comes to negotiating the purchase of a home, these are the parties involved that will have an influence on the agreed upon prices and conditions:

- **You, the Buyer** – are looking to find a home that fits your needs and make a sound investment
- **The Buyer's Agent** – the real estate agent charged with negotiating on your behalf and looking out for your best interests
- **The Buyer's Attorney** – protects your legal interests
- **The Seller** – looking to sell their home and get the highest price and best return on their investment.
- **The Seller's Agent** – the real estate agent who will protect the interests and negotiate the price and terms on behalf of the seller
- **The Seller's Attorney** – protect the legal interests of the seller
- **The Home Inspection company** – enlisted by the buyers to find issues (large or small) with the home to give you further negotiating power and knowledge of what you might be purchasing
- **The Appraiser** – will appraise the home's value objectively on behalf of the lender
- **Mortgage lender or Bank** – will oversee the lending process, mortgage options, and closing.
- **Title Company** – ensures a clear title and transfer of property.



Who Is Directing YOUR Transaction?

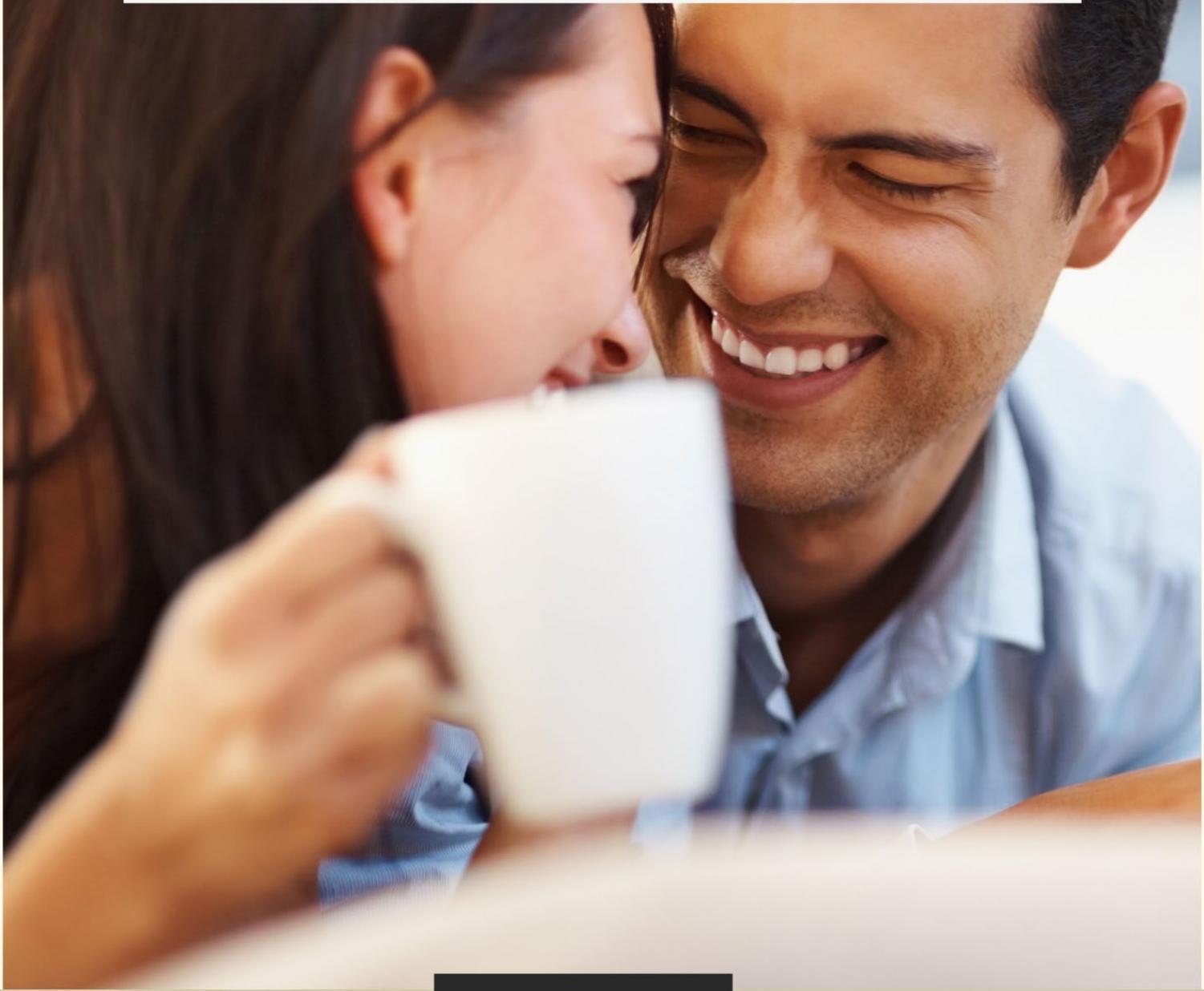
Sellers
Buyers
Appraisers
Engineers
Seller's Attorney
Buyer's Attorney
Title Company
Home Inspector
Bank Representative

Your Real Estate
Professional



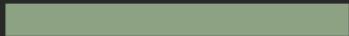
Let the House-Hunting Begin

This is the exciting part! You have been preparing yourself, your goals, your hopes and dreams, and now it's time to get shopping!



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Identifying your “Must-Have’s” and “Nice-to-Have’s”



We can't help but daydream about living in a new home, thinking about how we would decorate and creating our own special spaces, but even amidst the dreaming, it's important that we make TWO lists when considering a home for purchase.

- ▶ The first, and most important list, is the “Must-Have” list. This is your list of non-negotiable things that your home needs to have. Do you work from home and need a space suitable for your business? Do you have mobility limitations and need a one-floor home or one with few stairs? Do you plan to add to your family in the near future and need multiple bedrooms? Is cooking gourmet meals your passion and you just have to have a large kitchen?
- ▶ The second list is for all those features that you would like, but you could do without if you found a great home that boasted all your Must-Have's. An in-ground pool, perhaps? Large picture windows with an open view of a large backyard? Brand new appliances? This is the daydream list, filled with those things that you really want, but are negotiable.



10 Things to Consider When Choosing Your New Home

- 1. Price.** Once you have your budget set, look for homes that fit your range. Keep in mind that you'll need to leave room for closing costs, possible renovations or upgrades, moving costs, etc.
- 2. Bedrooms.** The size and layout of your new home and it's number of bedrooms is a major consideration. You should not only think of your current needs, but what you may need in the future.
- 3. Bathrooms.** The same as your bedroom count and size, you should figure out how many bathrooms best fit your household needs as well as the features in them, and if they will require renovation.
- 4. Kitchen.** Considered by many to be the "heart of the house," your kitchen needs/wants can take up some of your post-closing budget if you will have to upgrade or renovate, so keep that in mind during your search.
- 5. Dining Room.** This can be a separate formal room, or a combo style with your kitchen area. Keep in mind your own personal household dining requirements when looking at different styles.
- 6. Location.** Even when you are sure of the city and/or certain part of town you'd love to live in, even particular streets within those areas can be different. Also consider the distance to major thoroughfares and work commutes.
- 7. Style.** There are condos, colonials, duplexes, ranches and many other styles of home. You'll have to find the one that you prefer and fits your household's needs.
- 8. Outdoor Spaces.** From curb appeal and front porches to backyard gardens and lawn maintenance needs, there are many considerations to take in when you're looking at the exterior property details of your new home.
- 9. Storage and Parking.** These are two important space needs that can affect the convenience of your home - and it's comfort and "live-ability". Pay attention to these areas and if they fit your lifestyle and household needs.
- 10. Energy Efficiency.** The condition of windows and HVAC systems can make a significant impact on monthly energy costs, so this might be something you keep in mind when considering your home.



Look at Homes!

Now that you've worked out your "must-have" and "nice-to-have" list, you will finally go look at homes. Your real estate agent will have information about the local housing market and will know what to look for when you view the homes, whether in person or virtually.

The timeframe of your purchase can also be a key part of the buying process. If you need to move quickly, finding a home that will be available immediately is vital, and may limit the homes you tour. However, if you have a longer timeframe to work with, you can be patient and look for a home that will be perfect for you.



Things to Think About When Considering a Home

Every house has its pros and cons, but there are several things to think about when considering each as a possible home:

- What is the overall condition of the home? Are there any safety concerns? If you have small children, can you fit safety gates at the stairs? Are the locks on doors and windows in good condition?
- How is the home's functionality? A certain home might be perfect at this point in your life, but what about 5 years from now? Are you planning to have a family? Will you be empty nesters? Do you think about renting out a room, or possibly working from home? Is there lots of storage space?
- What is the home's location like? Is there a park close by? How far away is the grocery store? Restaurants? Are you close to your workplace? Are you near a main road to hear traffic and sirens going by?

Virtual Home Viewing

Many real estate agents can use Facetime or Zoom to show homes now, or use pre-recorded videos, 3D walkthroughs, or interactive floorplans to show each home. Realtor®.com now has integrated a livestream mode to accommodate virtual open houses and make them available to all.





Explore the Neighborhoods

- Drive or walk through areas at different times of the day, during the week and on weekends.
- Travel to and from places that you would typically frequent. Look for access to major thoroughfares, highways, and shopping.
- Check with local civic, police, fire, and school officials to find information about the area.
- Look at traffic access patterns around the area during different times of the day and drive from the area to work.
- Is the neighborhood near parks, places of worship, recreation centers, shopping, theaters, restaurants, public transportation, schools, etc.?

What If I Want to Purchase a Home Through a Builder?

The advantages of having an agent help you purchase a new home are the same as those for purchasing a resale home...

- Knowledge of the market
- Help in finding the perfect home quickly
- Expertise in contract writing/negotiation
- Closing assistance

The builder often has a professional representative watching out for his/her interests, and you need the same expert representation.

Buying a brand-new build can be a little more intricate and time-consuming than buying a resale, but your real estate professional can walk you through this process. It's important that your interests be protected when you are entering into a contract for a semi-custom or a build-to-suit home. The contract details must be exact in order to protect you and to ensure you get exactly the home you want!

NOTE - the Builder often requires that your Agent accompany you on your first visit to the Builder's sales office in order for your representative to participate in the process.

Make an Offer on The Home of Your Choice

After you have likely looked at a lot of houses and picked the house of your dreams, you'll be ready to take the next step to make an offer!

Your real estate agent will help you write up the offer, including the sales price and clauses, then will act as your advocate and present your offer, representing your interests to the other party.

Negotiate the Details with the Seller or Seller's Agent

Once the seller views your offer, they will very likely prepare a counteroffer. With the help of your expert negotiator real estate agent, the parties will go back and forth until both sides accept the offer. During this process, your real estate agent will offer insights and suggestions on how to proceed. Once all parties have agreed to the price, terms and conditions, you will enter in to contract!



Purchasing and Closing the Deal

Your offer was finally accepted by the seller, and you now move into the final phase of the home buying process! This is probably considered the stressful part by homebuyers everywhere. By the time the deal is done, you will have signed what feels like a thousand documents.



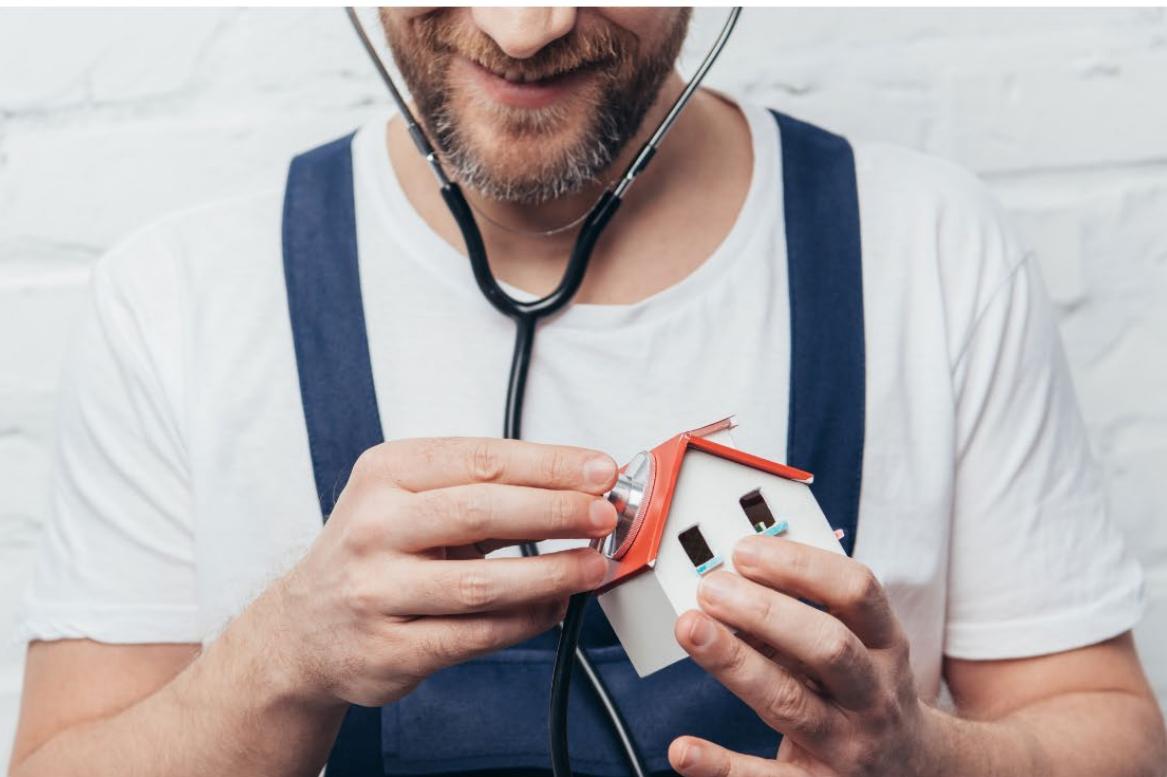
Have your Home Inspection and Appraisal Done

Typically, there will be a thorough home inspection and an appraisal done for the home you are looking to purchase, especially if you are financing.

Appraisals are scheduled by your lender. These can be a simple exterior drive-by, using pictures or video walk-throughs for their assessments, or in other cases a more thorough physical appraisal is done.

If you are purchasing a resale property, we highly recommend that you have a professional home inspector conduct a thorough inspection. The inspection will include, but may not be limited to the following:

- Appliances
- Plumbing
- Electrical
- Air conditioning and heating
- Ventilation
- Roof and Attic
- Foundation
- General Structure





The inspection is not designed to criticize every minor problem or defect in the home. It is intended to report on major damage or serious problems that require repair. Should serious problems be indicated, the inspector will recommend that a structural engineer or some other professional inspect it, as well.

A home cannot “pass or fail” an inspection, and your inspector should not tell you whether he/she thinks the home is worth the money you are offering. The inspector’s job is to make you aware of repairs that are recommended or necessary so that you can continue to make an informed decision.

The seller may be willing to negotiate completion of repairs or a credit for completion of repairs, or you may decide that the home will take too much work and money. A professional inspection will help you make a clear-headed decision. In addition to the overall inspection, you may wish to have separate tests conducted for termites or the presence of radon gas.

In choosing a home inspector, consider one that has been certified as a qualified and experienced member by a trade association. Your real estate agent can recommend several professional home inspectors for you to consider, and they will attend the inspection.

I recommend being present at the inspection and hiring an inspector that is familiar with the type of property you are intending to purchase and its immediate surroundings. You will be able to clearly understand the inspection report and know exactly which areas need attention. Plus, you can get answers to many questions, tips for maintenance, and a lot of general information that will help you once you move into your new home. Most importantly, you will see the home through the eyes of another objective third party.

Secure your Financing

Since you've already seen your lender to get pre-approved, it's now a matter of securing the funds for the sales amount agreed upon. You will finalize the details like the down payment, the interest rate, and the payment schedule, and sign the papers.

Understand the Closing Costs

One thing that every homebuyer needs to be aware of, especially first-time buyers, are the closing costs. Typically, this works out to about 3 -4 % of the cost of the home you are purchasing. For example, a \$400,000 home would have approximately \$12,000 to \$16,000 in closing costs.

These are the things that need to be paid by the buyer:

- Home inspection
- Property appraisal
- Property survey
- Deposit (down payment)
- Title insurance
- Property insurance
- Land transfer tax
- State recording fees
- Property taxes, Utilities, and condo fees
- Mortgage default insurance
- Escrow fees
- Legal fees and disbursements
- New home warranties
- Moving costs

Commissions are *usually* paid by the seller, but there are occasions when the commission for the sale of the house comes out of your pocket. Talk to your real estate agent and read all documentation carefully so you understand the commission structure.



The Official Closing

This meeting will typically be at the lender's (or lender's attorney's) office. In some states, a real estate transaction is not officially closed until the documents are recorded at the local records office. Other states simply consider the deal closed when the documents are signed and the money changes hands. A lot of documents need to be signed with several institutions.

Celebrate and Move In!

You've done it! You've bought your dream home, and all that is left is moving in! On the day you get possession of your new home, you will meet with your real estate agent for a final walk-through of your new home.

After the walk through is completed, you will get the keys, and discuss any final issues with your agent, and then you are free to start moving in!

Congratulations!





MOVING CHECKLIST

One Month Prior

- File “Change of Address” forms with the postal service
- Make arrangements to move your personal belongings and furniture, either by phoning a moving company or arranging for a rental truck.
- Gather boxes and other moving supplies that you might need.
- Plan your travel route to your new home. Be mindful of any bridges or overpasses that might have a clearance restriction.
- Create a folder to keep moving expense receipts, as some of these are tax deductible. Lodging, meals, and fuel are some of the items you can claim on your taxes.
- Develop a plan for packing – packing the things you will use most, pack last, then ensuring those items that you will need first when you arrive at your new home will be available.
- Notify family, friends, and businesses of your move.
- Notify federal and state tax authorities, as well as any other government agencies.



MOVING CHECKLIST

Two Weeks Prior

- Notify services like gas, electric, water, cable TV, phone, and internet of your move.
- Arrange for services at your new address
- Have your car serviced if your new home is some distance away.
- Recruit people to help you on moving day.
- Have a detailed plan for keeping pets safe at all times once the movers arrive. This can be a very stressful time for them as well, with strangers in the house, loud noises, a lot of activity, and doors being open for periods of long time.
- Arrange for babysitters of any small children
- Confirm your moving company or rental truck arrangements.
- Notify your bank if you are leaving the city.



MOVING CHECKLIST

One Day Prior

- Keep moving materials separate so they don't accidentally get packed until you are done.
- Put your phone chargers in a safe place to keep handy.
- Pick up a rental truck if you are moving yourself.
- Fill up your car with gas, and double check your oil and tire pressure.
- Get a good sleep!

On Moving Day

- Have the proper moving supplies handy, such as undamaged boxes to finish packing, blankets for TV's, mirrors, and pictures, and tie-down straps to prevent large items from shifting during the drive.
- Do a final walk-through to make sure you have everything!
- Pack the "Essentials" box. This will be the box you open first at your new home, and will have phone chargers, personal hygiene items, pet food, snacks, bottled water etc. Everything you will need to keep handy as you move into your new place.
- Do a walk-through of your new home and take pictures, checking for any damage that wasn't there when you purchased.



MOVING CHECKLIST

After the Move

- Make sure that any mail that arrives with a yellow sticker (this indicates it was forwarded) is contacted and given your new address.
- Register to vote in your new area.
- Get the address on your driver's license changed to your current address. If you have moved to a different state, you will need to apply for a new one.
- Contact auto insurance to have the policy changed to your new address.
- Find out when the garbage is picked up at your new home, and what recycling programs are available.
- Select a new doctor, dentist, chiropractor, optometrist, etc. and have your medical files transferred.
- Locate new service providers such as banks, pharmacies, plumbers, HVAC contractors etc.
- Make a list of the new emergency numbers to have handy in your new home.

TIPS FOR HELPING CHILDREN WITH A MOVE

Kids require extra attention and care when planning to buy or sell a home. Making a little extra effort to include them in the buying and selling process helps them adjust more quickly to the move.

- Show the children the new home prior to moving. If this isn't possible, pictures or videos will help them visualize where they are going.
- Assure children that you won't forget their friends.
- Make a scrapbook of the old home and neighborhood.
- Throw a good-bye party. At the party, have their friends sign a t-shirt.
- Have your children write goodbye letters to their friends and enclose their new address. You may wish to call the other children's parents so they will encourage return letters.
- When packing, give them their own box. They can decorate it so they will know which one is theirs after the move.
- If you are moving far away, buy postcards when you stop so they can remember the trip.
- When unpacking, allow them to unpack their treasures then, and have them play with the boxes while you unpack.
- Start a scrapbook for their new home, including a diary of My First...
- Visit their new school, park, church, etc. Take a camera to snap pictures for the scrapbook.
- Help your children invite new friends over to the house.
- Let them choose a new favorite restaurant. This will help them feel in control of their new world.
- Encourage them to send letters about their new home to their friends.
- Involve your children in groups, sports, and activities like the ones they used to participate in.
- Remember that even if you only lived in your former home a few years, to a young child it is nearly their entire life!

LOAN APPLICATION CHECKLIST



- Real estate contract with legal description and deposit receipt.
- Check for appraisal and credit report, varies with lender.
- Name and complete address of last two years of residence.
- Name and complete address of last two years landlord or mortgage company.
- Explanation letter regarding any employment gaps over the last two years.
- Name and address of last two years employers with dates.
- Explanation letter of any credit deficiencies.
- Social Security Numbers of all borrowers.
- Current gross monthly income figures.
- Copy of paystubs covering a 30-day period and last two years W2s and or 1099s.
- If income is derived from other sources, two years tax returns, both business and personal with all schedules, signed.
- If self-employed, current profit and loss on income and expenses.
- If divorced, copy of complete recorded decree and settlement.
- Name, address, and account numbers of all places where assets are held (checking, savings, CD's, IRA's, etc.) 3 month's of most current statements.
- List of stocks, securities with market value – certified copies.
- Estimate of cash value of life insurance.
- Schedule of real estate owned, with value, lien, rental income, payments.
- Year, make, and model of vehicles.
- Estimate value of furniture and personal property.
- Name, address, numbers, balance and payments of installment loans
- If child support is being paid, proof of payments.
- If relocating, information regarding buy-out of house, payment of closing costs, etc. from company.
- If selling current house, copy of listing agreement or contract.
- Homeowner's Insurance documentation.

Additional Requirements for FHA/VA Loan Applications

- Copy of Driver's License and Social Security Cards
- Name and address of nearest living relative.
- Copy of DD214 and/or original Certificate of Eligibility (VA only).
- Child care expenses must be provided.

My Commitment to You, The Buyer

While the closing on your new home may mark the end of the purchase process, I hope it will mark the beginning of an ongoing relationship. I make a concerted effort to keep in touch with my clients and to continue to be a resource for their real estate and neighborhood needs.

As a client, you can look forward to receiving periodic updates on neighborhood events and quarterly real estate market analysis reports. And, of course, if you need referrals for plumbers, electricians, and other service professionals, I am always happy to provide you with a list of trusted vendors. I am committed to being a trusted resource you can count on to help you expertly navigate any real estate question or need.

My goal is your goal, and I want to help you move up to your Next Level in life, whatever that might be.

Maintaining relationships is part of my commitment to provide a level of real estate service well above and beyond expectations. My clients share their positive experience with friends and associates who then seek me out. This has allowed me to build a successful real estate practice based on referrals.

As a result, I can devote more of my time to helping clients and less looking for new ones. If you are happy with my service, I hope you will spread the word and send people my way so I can help them the same way I helped you. That's a win-win all around!

Thank you for the privilege!



Walkidia Gonzalez
Real Estate Broker, Owner

Find me on Social:



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 POWER AGENT[®]

SELLER'S Guide

To Real Estate



**THE STEP BY STEP PLAN
TO SELL YOUR HOME**

SELLER'S Guide

To Real Estate



Selling your house is a big decision!

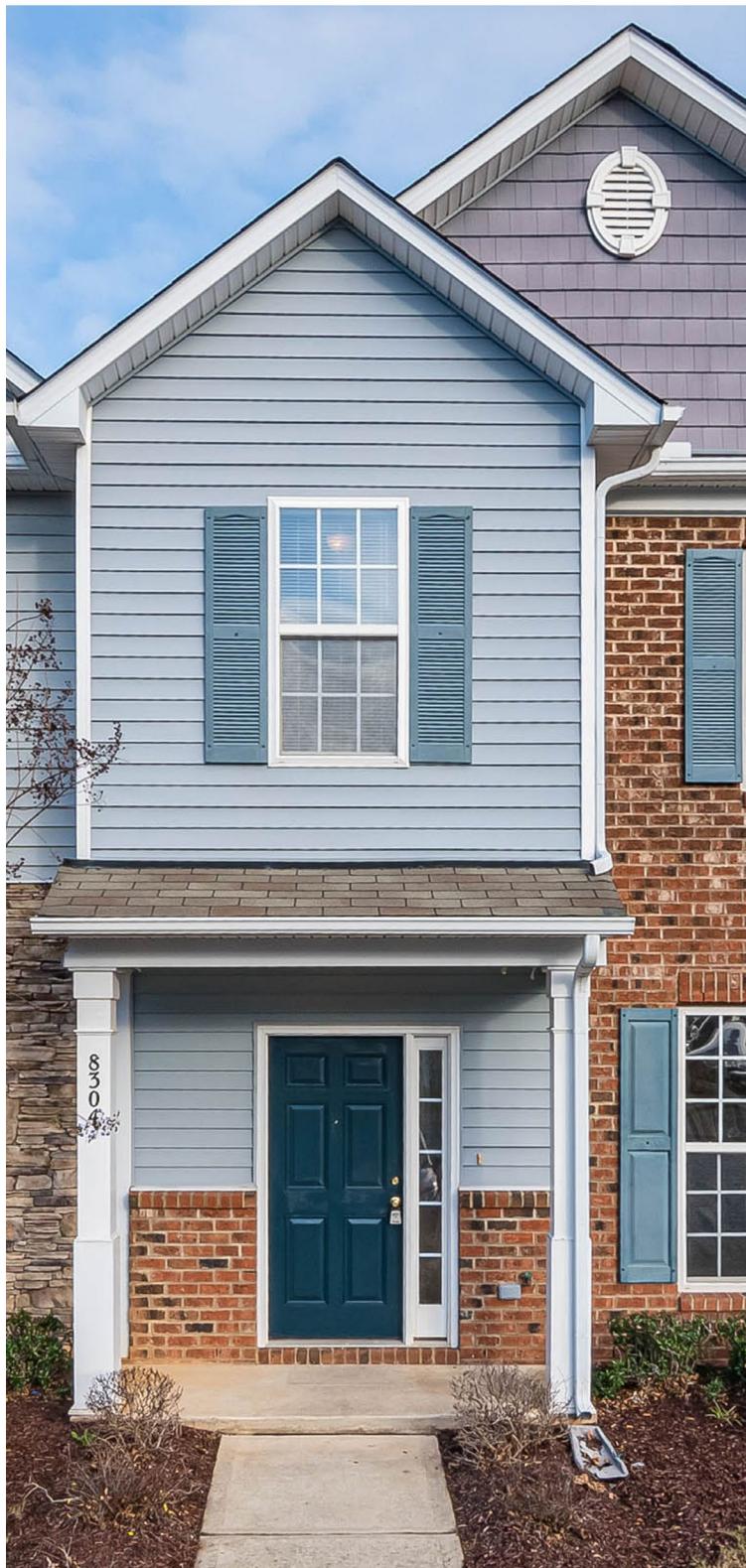
Perhaps even more so today, as the housing market and economy are adjusting to the ever changing circumstances around us. I want you to know that I'm here to help with that every step of the way.

TABLE OF Contents

Understanding the Housing Market	04	In-Person Showings of Your Home	26
Real Estate Market Cycles	05	Closing the Sale	28
Is Now a Good Time to Sell?	06	Accepting the Offer	29
Putting Your Home on the Market	07	Home Inspection & Appraisal	30
Should You Hire a Real Estate Professional?	08	Closing Costs	30
Who is Involved in the Sale of Your Home?	13	The Final Transactions	31
How to Determine the Correct Asking Price	14	Moving	32
The Best Pricing Strategy for Selling Your Home	18	Moving Checklist	33
Preparing Your Home for Sale	19	Tips for Helping Children with a Move	37
Looking at Your Home Through a Buyer's Eyes	20	Building an Ongoing Relationship with Clients	38
Common Home Improvements to Consider	22	A Resource You Can Trust and a Commitment You Can Count On	39
Attracting Buyers	24		
Technology for Selling Virtually	25		



UNDERSTANDING THE HOUSING MARKET



If you're like most homeowners that are considering selling, you probably have many questions about where the housing market currently stands - and where it may be heading.

I understand that navigating through a major life change can feel daunting. That's why I've done the "heavy lifting" for you and created this important Seller's Guide to walk you through everything you need to get a home sold in today's market. From pricing just right to get the best return, to negotiating terms, to what it looks like to show property and stay safe, to all the paperwork and processes between contract and close -- there's a lot to keep up with.

This resource guide will explain all those little things that should be considered and completed from the moment selling first crosses your mind - right through to moving day. I also want to offer you a comprehensive and proven system to market and sell your home to give you the peace of mind you need, knowing that your home and your goals are in the best possible hands.

Real Estate Market Cycles

The real estate market is like many things in life and business — constantly changing! That's not a bad thing! What's important is to have a resource that you can trust to make sure that you've got a solid understanding of what market trends mean for you, and your buying and selling power.

There are three types of real estate markets:



A Seller's Market

This happens when there are fewer houses on the market and the buyers are the ones competing for the properties. This is often when you see multiple-offer situations, and purchase price sometimes higher, even much higher than the list price. This market favors the sellers.

A Buyer's Market

This happens when there is a flood of properties on the market and home sellers are the ones competing to attract the attention (and land the contract) from a much smaller pool of buyers. In this market, you'll see lower price points and terms that favor the buyers.

A Balanced Market

This happens when there is a more even balance between properties for sale and buyers coming into the market. This market is the fairer and more equitable of the three, but is much less common than its two counterparts.



Is Now a Good Time to Sell?

To determine if this is the right time for you, speak to your real estate professional to find out which real estate market cycle your particular area is leaning towards.

They can provide you with local market stats, trends, and a current home price evaluation. It's important here to note that "national" trends don't always mean we're seeing the same conditions locally. Every market is different, and ours is no exception to that rule!

A question even bigger than market cycles is, "What is YOUR motivation to sell or stay?" While some conditions may certainly favor selling to get a higher price point, I often coach clients to clearly identify what making a move will look and feel like for their families as well as keeping an eye on what their return on investment will be.

A good real estate agent will be able to help you fully lay out all of the information, so that you have what you need to make the best possible decision for your family both emotionally and financially.

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Putting Your Home on the Market



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PUTTING YOUR HOME ON THE MARKET



Should You Hire a Real Estate Professional?

According to a recent study from the National Association of REALTORS®, a resounding 93% of homeowners said, "Yes!" to that question.

Why? There are almost as many answers for that as there are home sellers and far more than we can cover in this guide... Let's start by addressing the top ten!

We Protect Your Best Interests

Just as you'd turn to a trusted surgeon for a medical procedure or an attorney to help with a legal woe or contract, hiring a professional real estate agent helps to ensure that all your family's interests are well served. From navigating complicated processes to negotiating on your behalf, it's important to have an advocate on your side.

We've Done the Homework

In the United States, it takes between 60-180 hours of course work before you can even sit for the real estate exam. During that time, we learn principles which include property valuation, escrow procedures, financing, and taxes. We learn state and federal law which includes writing binding contracts and leases, titles, liens and encumbrances, unlawful discrimination. We then learn safe and fair practices for working with sellers and buyers that include communication skills, marketing, pricing, and a wide spectrum of necessary technology and tools needed to list and sell real estate in today's world.

Standards Matter

There is a difference between just being a licensed agent and being a REALTOR®. A Realtor is a real estate agent who is an active member of the National Association of Realtors, which was founded in 1908, and is one of the largest trade associations in the United States. To join this organization, agents have to have not just a valid license but impeccable conduct records and adhere to an extensive Code of Ethics and Standards of Practice.

For homeowners like you, that means hiring a REALTOR® allows you more peace of mind knowing that your representative has been thoroughly vetted and has sworn an oath to those professional ethics and standards.

Legal Ease

As you might imagine, managing contracts, addendums, contingencies, and caveats in a world that has become more litigious than ever is not for the faint of heart. Just as a CPA might help you successfully wade through ever-changing tax codes to confidently file a tax return, a real estate professional helps home sellers expertly and legally navigate price, terms, conditions, and contracts with a lot more peace of mind.



Pricing

A real estate professional has the advantage of using comparable home sales, market knowledge, and experience with the nuances of buyers to help homeowners like you determine the perfect price to get your home sold quickly and for the most return on investment. Finding the right balance between current market conditions and Fair Market Value is the key.

Marketing

There is selling power in numbers. Real estate professionals have a wide community of fellow agents that come together via multiple listing services to help bring buyers and sellers together with ease. 93% of buyers start their search online. That's why we use extensive marketing tools such as:

- Listing syndication
- Digital advertising
- Email
- Social media platforms and reach
- Mailings
- Open houses (virtual and in person)
- Broker open houses (virtual and in person)
- 3-D virtual tours
- Staging and virtual staging
- Buyer outreach
- Websites
- Buyer lead capture tools

These are just the tip of the iceberg when it comes to effectively getting a home sold for the most money - and with the least stress for homeowners.





Safety

A real estate professional is like TSA for homeowners. No one gets through your doors without being vetted. We schedule showings virtually or in person and ensure that every precaution is taken for the security and safety of your family. From digital lockboxes to appointment scheduling tools - selling your home with a professional agent assures that showing your home doesn't have to be scary to be successful.

Negotiation

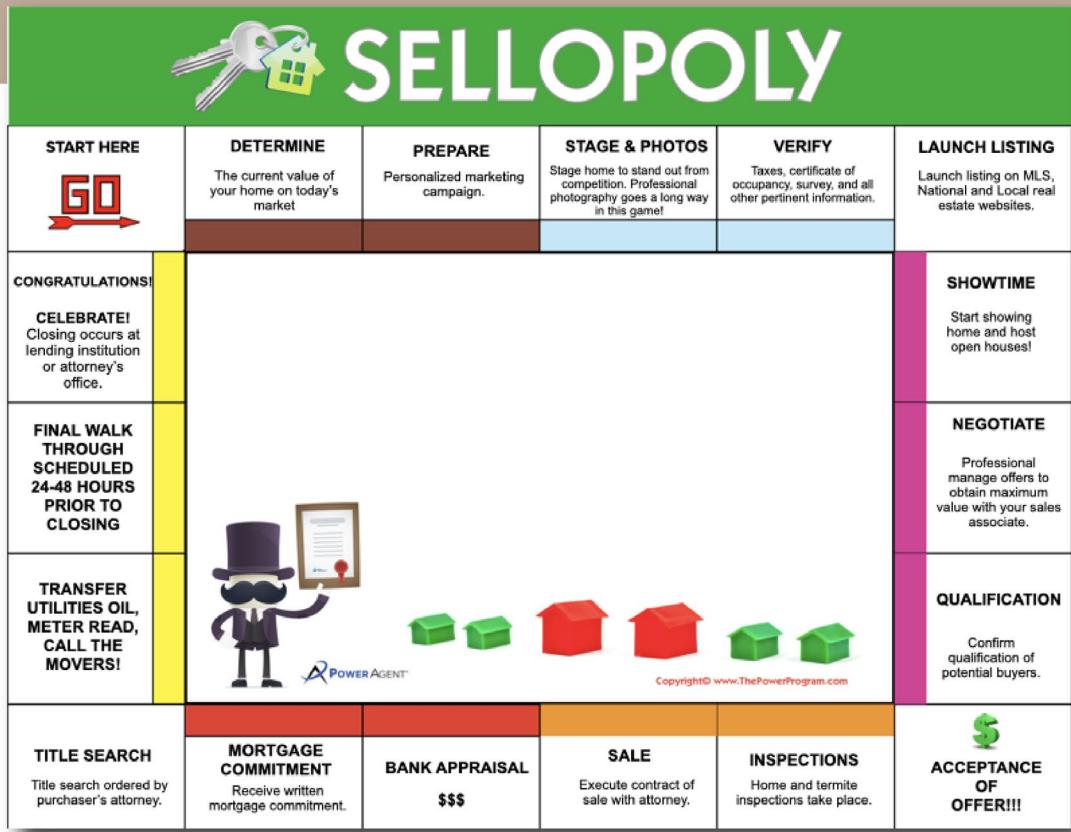
There has never been another time in the history of real estate where buyers have more access to information and a higher likelihood of their own real estate representation than right now. They are savvy and knowledgeable, and their goal, understandably is to purchase a home for the least amount of money with terms that most favor their interests. That's why it is so important to have an experienced professional on your side who can navigate contract negotiations, multiple-bidding situations, fair terms, and legal loopholes.

Time

At last count, there are 184 actions, steps, procedures, processes, and tasks involved in completing a real estate transaction from listing to contract to close. It's time consuming and involves careful attention to details. In a time when most homeowners are already on overload and overwhelm just with the responsibilities of life and careers, taking on the full-time job of selling a home is a tall order.

Knowledge and Preparation

Real estate professionals can expertly guide you through every step of preparing your home and your family for a successful sales. With market knowledge, staging savvy, and trusted tips and tools for every part of the process, you can feel confident navigating each step of the way. I like to even make it fun with a Sellopoly Game Board and a Children's Moving Guide.



Moving to a new home may be stressful for you, but it's even tougher on your children. We've got tons of tips to turn it into a fun adventure for the whole family.



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PUTTING YOUR HOME ON THE MARKET

Who's Involved in The Sale of Your Home?

When it comes to negotiating a possible sale, these are the parties involved that will have an influence on the agreed upon final sale price:

- **You, the Seller**, interested in getting the best possible return on investment and terms.
- **Seller's Agent**, who will work hard on your behalf to protect your interests and get you the most for your home in the shortest possible time.
- **Seller's Attorney**, protects legal interests of seller.
- **The Buyers**, who are looking to get a great deal and pay the least money possible.
- **The Buyer's Agent**, who's loyalty is to the Buyers to represent their interests.
- **The Buyer's Attorney**, protects legal interests of buyer.
- **The Home Inspection company**, hired by the Buyers, who may find issues (large or small) with your home to give the Buyers further opportunity to negotiate.
- **The Appraisers**, if there is a question over the value of the home.
- **Lender or Bank Representative**, oversees the lending process and close.
- **Title Company**, to ensure clear title and transfer of property.

In most cases, there is only one person who communicates with every entity on this list from contract to close and that's the Selling Agent. Think of them as the *Director* of the show that is the home selling process. Much like their Broadway counterparts, they expertly direct every player to ensure a masterfully produced and successful show.



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Who Is Directing YOUR Transaction?

Sellers
Buyers
Appraisers
Engineers
Seller's Attorney
Buyer's Attorney
Title Company
Home Inspector
Bank Representative

Your Real Estate
Professional



PUTTING YOUR HOME ON THE MARKET

How to Determine the Correct Asking Price

Bottom line? Pricing your home at or just below Fair Market Value is the best way to ensure you get the best sales price and terms in the least amount of time.

Fair Market Value is defined by the Dictionary of Real Estate Appraisal as:

"The price at which the property would change hands between a willing buyer and a willing seller, neither being under any compulsion to buy or to sell and both having reasonable knowledge of relevant facts. The fair market value of a particular item of property includable in the decedent's gross estate is not to be determined by a forced sale price. Nor is the fair market value of an item of property to be determined by the sale price of the item in a market other than that in which such item is most commonly sold to the public, taking into account the location of the item wherever appropriate."

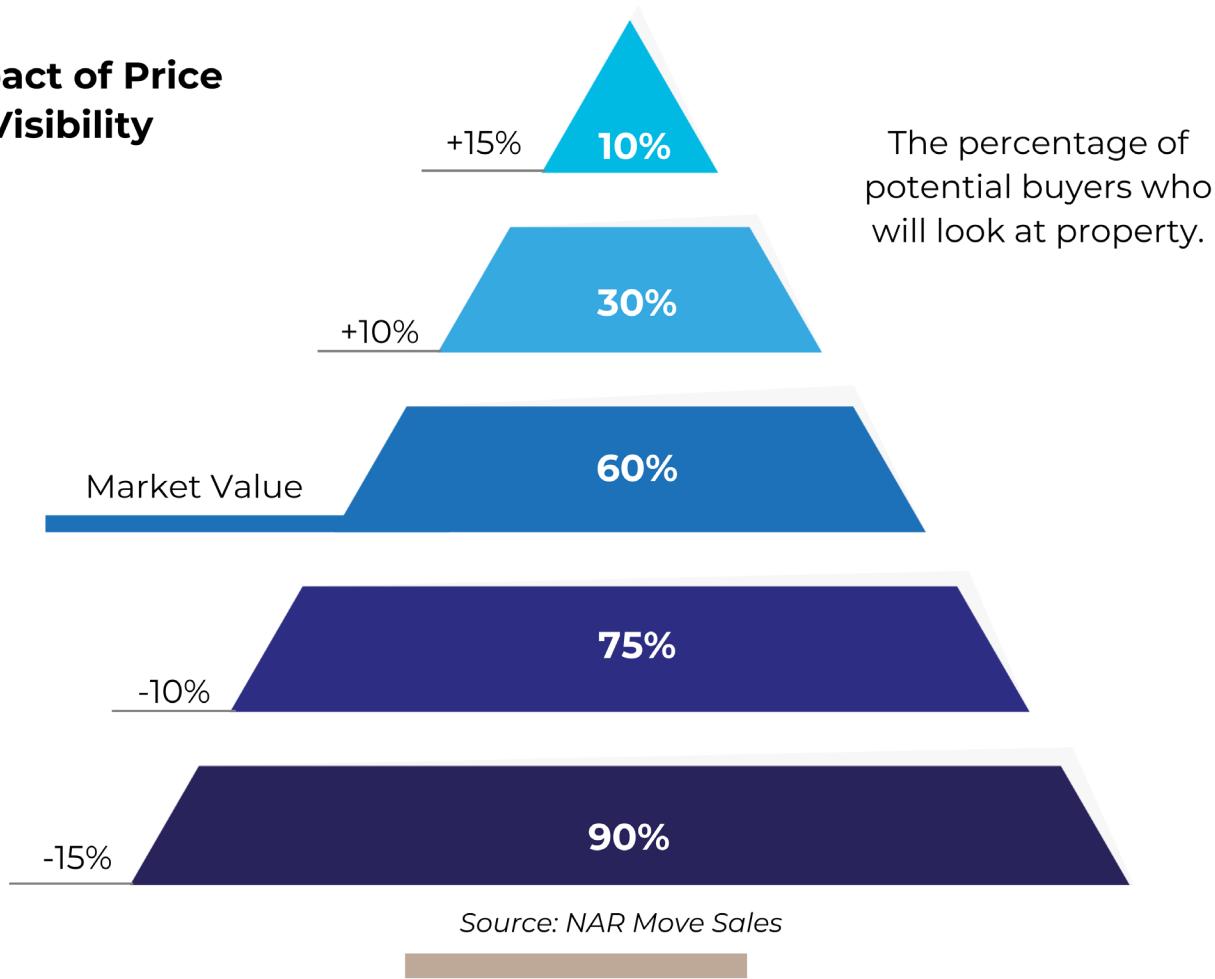
What does THAT mean? It's the price that a reasonable buyer would be willing to pay and reasonable seller willing to receive for a property based on current market conditions.

FAIR market value is based on numbers – not emotion. There are times when sellers get frustrated through the pricing process because they have emotional roots in the value of their home. For example, hand-picked cabinetry, antique hardware, custom molding, or prized paint color could be the cornerstones of what makes your home different and unique to them from its listing counterparts.

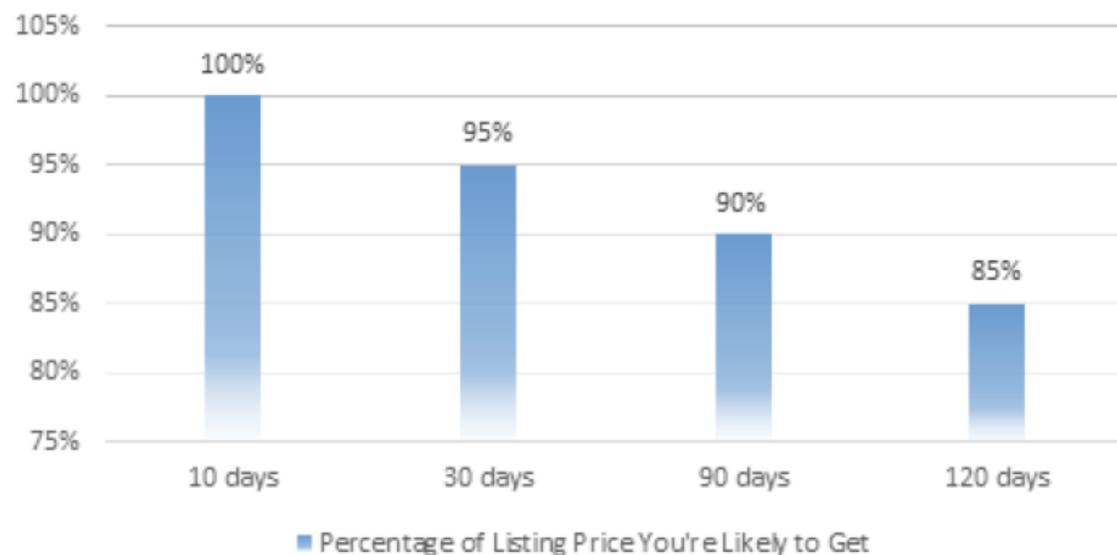
But they aren't what necessarily add up to a higher than average sales price. Nor is the amount of equity (or lack thereof) in a property. There are other occasions when sellers have either over financed their home or have over-improved their home based on market and want to significantly increase the asking price to make up for losses or pay for improvements. That doesn't work either.

It is crucial to price your home at Fair Market Value from the start of your listing. Historically, 80% of marketing effectiveness is linked to price. Your first offer is very often your best offer.

Impact of Price on Visibility



TIME ON MARKET MATTERS



Real estate professionals rely on the numbers and so should you.

Using Comparative Market Analysis tools, agents pull data from recent listings, sales, and homes sold in the area that have comparable characteristics (number of bedrooms, baths, square footage, acreage, etc.) of your home to determine Fair Market Value.

While it's tempting to slightly overprice a property, believing that you can always come down during negotiation, potential buyers will have access to the same info when it comes to assessing the value of your home, and will ask their agent's advice.

77% of sellers make this mistake, and here's why you shouldn't.

What happens when you overprice a property:

- **You're helping your competition.** A higher price point will send the prospective buyers expecting bigger, better, and more amenities to the competing listings to get more for less.
- **Agents won't be on board.** Savvy agents, committed to helping their buyers get as much value for their investment will shy away from an obviously overpriced listing.
- **Appraisals dump the deal.** If the appraisal falls short of the asking price, historically the buyer will withdraw the offer or the sellers have to come down on price to keep things together. If the deal falls through, valuable time is lost.
- **The Listing Gets "Stale".** Homes for sale get the most exposure during the first 30 days of a listing – or in a Seller's Market the first DAYS of the listing. If overpriced, especially in a competitive market, it will sit. That leads to questions of potential risks or problems with the property. The longer a property is on the market, the more people (agents and buyers) will ask, "*What's wrong with it?*"
- **You lose valuable time.** Overpriced listings will always take longer to sell. Add to that the risk of an appraisal going sour and having to start over and you're looking at an investment of both time and money that can potentially be wasted.
- **You create stress on your family.** When you put your home on the market, ensuring that it is "show condition" to be previewed by potential buyers is just part of the process. The longer a listing takes to sell because of price, the longer you and your family will be inconvenienced by having to maintain that "buyer-ready" perfection.

PUTTING YOUR HOME ON THE MARKET

The Best Pricing Strategy for Selling Your Home

Sometimes, if a seller gets an offer right away, they worry that their home was not priced high enough. However, that likely means it was priced just right. While there are stories about sellers who turned down their first offer to wait and see if they got a higher offer, and were rewarded with a better price later -- the majority of the time, they will get less for their home than they hope for the longer they wait.

Some homeowners make the critical mistake of using the Zillow Zestimate as a determining factor for price.

Here's what I can tell you as a real estate professional. It is called a "Zestimate" for a reason. It's an estimate. And not one any bank would use. Zillow uses this as a marketing tool to attract people to their site, but it is a flawed algorithm and not one you should base your financial decisions on. The best strategy for getting the most return on your home and potentially an even higher final purchase price is to list it at, or just below, fair market value. Then you are negotiating UP instead of positioning yourself to have to negotiate down.

Realtor.com suggests, “Aim to price your property at or just slightly below the going rate. Today’s buyers are highly informed, so if they sense they’re getting a deal, they’re likely to bid up a property that’s slightly underpriced, especially in areas with low inventory.”

Preparing Your Home For Sale

Before we dive into home improvements and preparation, let me share with you a perspective that has served sellers well for so many years: While selling your home will feel very personal – buyers are looking at it through their own lenses. A real estate professional can help you bridge that gap.

Looking At Your Home Through a Buyer's Eyes

For the same reason an attorney doesn't often represent themselves or a doctor doesn't normally operate on family, a seller shouldn't make the decision on how to prepare their home for sale on their own.

It's reminiscent of the saying, "It's hard to see the picture when you're inside the frame."

A real estate professional will look at your home through objective eyes. Because they are coming from a place of experience, rather than emotion – they are better able to detail the staging and improvement tips that will help you get the most from your home.

Home staging is a powerful tool to showcase your house in the best possible light. Let's take a look at some stats.



95%

of agents suggest that sellers declutter a home before putting it on the market

83%

of buyers' agents say that staging makes it easier for their buyers to visualize living in the home as if it were their own

53%

of sellers' agents say that staging decreases the amount of time a home is listed on the market before being purchased

44%

of buyers' agents say that staging increases the dollar value offered on a home purchase price

HOME STAGING

success



Source: National Association of REALTORS® 2019 Profile of Home Staging

The most commonly staged rooms when selling:



93%

Living Room

84%

Kitchen

78%

Master Bedroom

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Common Home Improvements to Consider



There are some common fix-and-improve projects that can act as a starting point. Here are a few top suggestions for giving your home a fresh and updated look, without a huge amount of work or financial investment:

- Add a fresh coat of paint throughout the house (in neutral colors).
- Replace fogged windows (the result of moisture build-up between the panes).
- Repair any leaky faucets, showers, or jet tubs.
- Replace or repair any rotting wood on the exterior of your home and consider a fresh coat of paint to freshen up your home's exterior.
- Replace or repair any missing or damaged shingles. Buyers are wary of purchasing a home that will need roof repairs.
- Fix any wobbly handrails on decks and stairs.
- Ensure HVAC units are working properly. This is a big expense that will concern potential buyers if it needs replacing and could cost you a sale.
- Clear out the clutter (i.e.: ditch the fridge magnets, pack up the knick-knacks, and even remove extra furniture that adds bulk to a room).
- Pack up things you don't use often, and anything extra that you don't need and place it in storage. Do everything you can do to create a blank canvas for buyers and add to your home feeling more spacious.
- Update kitchen appliances.
- Put valuables in safe keeping.

- Make sure all light bulbs are working in the house.
- Clean out any dirty spaces, wash walls and baseboards, bathtubs, showers, floors, get carpets shampooed, clean kitchens and remove stains on driveways.
- Consider hiring a professional home-stager to stage your home for sale. They know the ins and outs of how to accentuate your home's best features and lighting.
- Consider landscaping your yard. This will add tremendous curb appeal to your home, and potential buyers will see that your home has been well maintained.
- Wash all windows, inside and outside.
- Clean out the garage and get it organized.
- Take care of any bad odors before every showing.

Some homeowners decide not to do any renovations, believing that the new owners would rather choose what they want. However, keep in mind that most buyers are putting their resources into purchasing the home, and may not be able to renovate for a while.

In competitive markets – enticing the right buyers means you're not just in a price competition – you're in a beauty pageant with other homes as your competition.

Every little bit counts. Potential buyers consider how much work they will have to put into the home, and thus, may submit a lower offer with that work and cost in mind.

For a true evaluation and detailed list of what is necessary to get your house ready for market, ask a real estate professional for advice.



Attracting Buyers

In today's swiftly changing world, your property must have the maximum market exposure to attract savvy buyers. You need both the traditional tools and a digital marketing strategy.

That means a combination of the tried-and -true marketing such as:

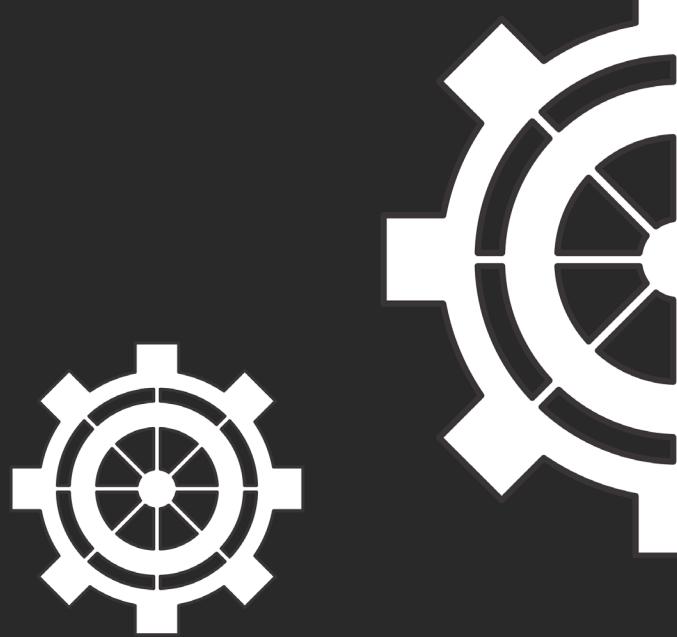
- Print mailings
- Good old-fashioned phone work
- Agent networking
- Open houses
- Door knocking

And current digital tools such as:

- 3-D walkthroughs
- Zoom
- Facetime
- Digital blueprint tools
- Virtual open houses
- Web presences and SEO
- Social media advertising
- Listing syndication
- Virtual tours
- Google Street View

There are so many ways to showcase your home. Since 93% of buyers start their search online, the pressure to make sure your listing stands out from the rest is enormous.

There's no need to try to reinvent the wheel. A trusted real estate professional has the tools, strategies, and processes to attract the PRE-QUALIFIED and screened buyers you need to sell your home – and sell it safely.



PREPARING YOUR HOME FOR SALE

Technology for Selling Virtually

Real estate agents have long been fast adapters to technology.

Whether they are meeting a potential client using Zoom to discuss listing a home, creating virtual tours to aid in showing your home to interested buyers, or preparing all the paperwork and collecting all signatures digitally to complete the transaction, you can be assured that your real estate professional is well-versed in all the latest tech that will help sell your home.

The real estate industry “wrote the book” on virtual showing innovation and continues to set the standard and lead other industries in virtual technology.

Here are just a few of the applications we use:

- Digital Lockbox
- 3-D Virtual Tours
- Virtual Staging
- Listing Photography Enhancement
- Digital Signature and Contract Tools
- Digital Marketing Platforms



PREPARING YOUR HOME FOR SALE

In-Person Showings of Your Home

Once your home is officially on the market, showings can begin! If you are conducting in-person showings and you are listed with a broker, the appointments will be made and coordinated through your listing agent. The buyers will be accompanied by their agent when they come to view your home.

There are a few things about showings to keep in mind that I always discuss with potential clients while they are considering selling, and may be thinking of first trying to sell their home on their own. Here are 10 precautions I like to share with every home seller through this process:



- 1. Show by appointment only and document.** As a real estate professional, I pre-qualify everyone who comes through the door. I have identification information that can include their driver's license and license plate for safety reasons. You should do the same if attempting to sell yourself.
- 2. Share that information with a trusted friend.** Give someone a head's up when you are planning on showing property and make it clear that an outside source has it for safe-keeping.
- 3. Don't host open houses alone.** It's good to have a second set of eyes and ears when showing property.
- 4. Keep financial information and family calendars under wraps.** Unscrupulous people can use that information to steal your identity or see what times your home might be vulnerable to thieves based on your schedule.
- 5. Keep valuables locked up.** Anything in plain view such as jewelry, laptops, electronics, money – all are vulnerable during property tours.
- 6. Open shades, blinds, and curtains so that activity INSIDE can be seen from the OUTSIDE.** This deters criminal activity.
- 7. Don't get boxed in.** Don't let yourself be followed into a room so that the exit door can be blocked or locked with you inside. The same is true of your car. Don't leave your car in the driveway to be blocked in.
- 8. Check your locks.** Before a showing, make sure your deadbolts and doors are unlocked for quick exits, then re-lock when your showing is over.
- 9. Carry your phone with you at all times.** Always have access to a lifeline and 911.
- 10. Trust your gut.** If people are hovering in one room too long, or they are grouped together with one or more trying to distract you, or even asking too many personal questions – those are all red flags that they could be a potential danger.

Better still – let a real estate professional handle all showings to most ensure your family's safety. We have specific safety training and take enormous precautions.



10 QUICK WAYS TO GET READY FOR A SHOWING! *(In 10 Minutes or Less!)*

- 1. Put dirty dishes from sink in the dishwasher.
- 2. Make the beds.
- 3. Empty the trash.
- 4. Put the dirty clothes in the washer.
- 5. Run the vacuum quick around the house.
- 6. Run a toilet brush around the toilet bowl.
- 7. Wipe down faucets and sinks.
- 8. Turn on all lights.
- 9. Take a deep breath- you're almost there!
- 10. Leave the house until the showing is over.

SMILE! ☺ YOU DID IT!

Closing the Sale

After what will hopefully be an incredible stream of potential buyers looking at your home, either virtually or physically, you'll find the right buyer who has decided that your home was THE home for them, and they will make you an offer!



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CLOSING THE SALE

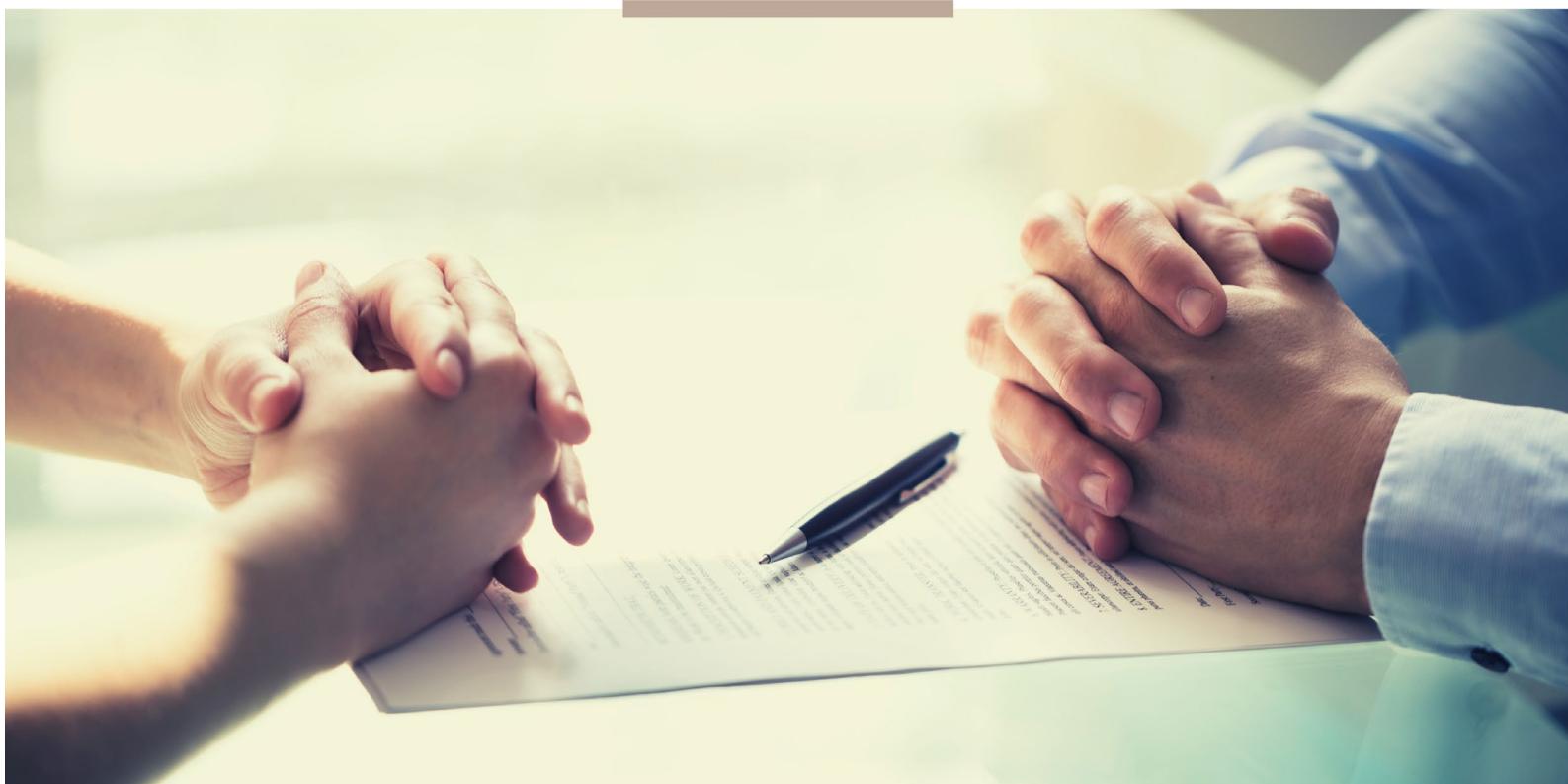
Accepting the Offer

If you've engaged a real estate professional – this is when a coordinated effort between your agent and the buyer's agent really starts to kick in.

When a buyer makes an offer, you will likely respond with an acceptance or a counteroffer, delivered by your real estate agent to theirs. There is often a little back and forth negotiating, and your real estate agent will often have knowledge and suggestions to ensure that all parties will come away happy. Your agent will also represent your interests to the buyers and will negotiate the best terms to serve your goals.

In some cases, you will receive multiple offers from multiple buyers and negotiation takes on an entirely new level. I have a Multiple Offer Negotiation eGuide that can help you best understand this process.

Sometimes an offer can fall through if buyers are unable to get financing, if the appraisal on your home's worth is less than what you have listed, or if the buyers change their minds. If this happens, the agent will continue to market your home until another offer is made.



Home Inspection and Appraisal

Typically, there would be a thorough home inspection to check for any repairs or potential issues that the home may have. This is an important part of decision-making process for buyers and traditionally paid for by the buyer.

An appraiser, an objective third party, will also assess the value of your home, especially if the buyers are financing.

Some appraisals can be a simple drive-by assessment of the exterior, using pictures or video walk-throughs for the interior assessment. Most appraisers will tour through the home and yard to conclude their appraisal and submit the value of your home to the buyer.

Closing costs

For the most part, the closing costs are covered by the buyer, though it is the seller who is responsible for paying the commission of the sale to the real estate agent.

There are occasions when the commission is paid by the buyer, or it is split between parties. It's important to be clear about closing costs and commissions when you begin the home selling process. An experienced real estate professional will help ensure that there are no surprises and that your entire sales experience goes smoothly.

CLOSING THE SALE



The Final Transactions

In some states, a real estate transaction is not officially closed until the documents are recorded at the local records office. Other states simply consider the deal closed when the documents are signed and the money changes hands. Either way, there's a lot of "paperwork" that goes into processing a sale to make sure it is legally binding.

The great news is that more and more, much of this process can be done virtually using digital tools!

Moving

There are as many moving parts to buying a new home as there are to selling your current one. For most people, the two processes intersect. That's a lot to juggle!

Moving can be an exciting, yet often overwhelming time for families. There's so much to do and so many details to manage. Whether you are looking to purchase locally or out of the area, I'd love to ensure that your buying process is as smooth sailing as selling your home!

I've put together a Moving Checklist to help you get through the process and also some tips for helping children navigate what can feel like a scary time.

I'm also happy to provide additional resources such as moving company recommendations.



MOVING CHECKLIST

One Month Prior

- File “Change of Address” forms with the postal service
- Make arrangements to move your personal belongings and furniture, either by phoning a moving company or arranging for a rental truck.
- Gather boxes and other moving supplies that you might need.
- Plan your travel route to your new home. Be mindful of any bridges or overpasses that might have a clearance restriction.
- Create a folder to keep moving expense receipts, as some of these are tax deductible. Lodging, meals, and fuel are some of the items you can claim on your taxes.
- Develop a plan for packing – packing the things you will use most, pack last, then ensuring those items that you will need first when you arrive at your new home will be available.
- Notify family, friends, and businesses of your move.
- Notify federal and state tax authorities, as well as any other government agencies.



MOVING CHECKLIST

Two Weeks Prior

- Notify utility services like gas, electric, water, cable tv, phone, and internet.**
- Arrange for services at your new address.**
- Have your car serviced if your new home is some distance away.**
- Recruit people to help you on moving day.**
- Have a detailed plan for keeping your pets safe at all times once the movers arrive. This can be a very stressful time for them as well, with strangers in the house, loud noise and doors being open for long periods of time.**
- Arrange for babysitters for small children.**
- Confirm your moving company or rental truck arrangements.**
- Notify your bank if you are leaving the city.**



MOVING CHECKLIST

One Day Prior

- Keep moving materials separate so they don't accidentally get packed until you are done.**
- Put your phone chargers in a safe place to keep handy.**
- Pick up a rental truck if you are moving yourself.**
- Fill up your car with gas, and double check your oil and tire pressure.**
- Get a good sleep!**



MOVING CHECKLIST

After the Move

- Any mail that comes with a yellow sticker means it has been forwarded, so contact the sender to ensure they have your updated address.
- Register to vote.
- Change the address on your driver's license, or apply for a new one if you have moved to a different state. Also, contact an insurance company to have the policy changed over.
- Find out when the garbage is picked up at your new home, as well as any recycling programs available.
- Select a new doctor and dentist and have your medical histories transferred over.
- Locate new service providers such as banks, pharmacies, plumbers, Air & Heating contractors etc.
- Make a list of all emergency numbers to have handy in your new home.

TIPS FOR HELPING CHILDREN WITH A MOVE

Kids require extra attention and care when planning to buy or sell a home. Making a little extra effort to include them in the buying and selling process helps them adjust more quickly to the move.

- Show the children the new home prior to moving. If this isn't possible, pictures or videos will help them visualize where they are going.**
- Assure children that you won't forget their friends.**
- Make a scrapbook of the old home and neighborhood.**
- Throw a good-bye party. At the party, have their friends sign a t-shirt.**
- Have your children write goodbye letters to their friends and enclose their new address. You may wish to call the other children's parents so they will encourage return letters.**
- When packing, give them their own box. They can decorate it so they will know which one is theirs after the move.**
- If you are moving far away, buy postcards when you stop so they can remember the trip.**
- When unpacking, allow them to unpack their treasures then, and have them play with the boxes while you unpack.**
- Start a scrapbook for their new home, including a diary of My First...**
- Visit their new school, park, church, etc. Take a camera to snap pictures for the scrapbook.**
- Help your children invite new friends over to the house.**
- Let them choose a new favorite restaurant. This will help them feel in control of their new world.**
- Encourage them to send letters about their new home to their friends.**
- Involve your children in groups, sports, and activities like the ones they used to participate in.**
- Remember that even if you only lived in your former home a few years, to a young child it is nearly their entire life!**

Building an Ongoing Relationship with Clients

Throughout this guide, I've shared the Home Selling Process from start to finish with experienced strategies and insights to help you make the best and most informed decisions for you and your family.



Walkidia Gonzalez · (631) 942-9971

BUILDING AN ONGOING RELATIONSHIP WITH CLIENTS

A Resource You Can Trust and a Commitment You Can Count On

Throughout this guide, I've shared the Home Selling Process from start to finish with a lot of experienced strategies and insights to help you make the best and most informed decisions for you and your family.

I want to let you know that you have my commitment to you to be a trusted resource you can count on to help you expertly navigate any real estate question or need.

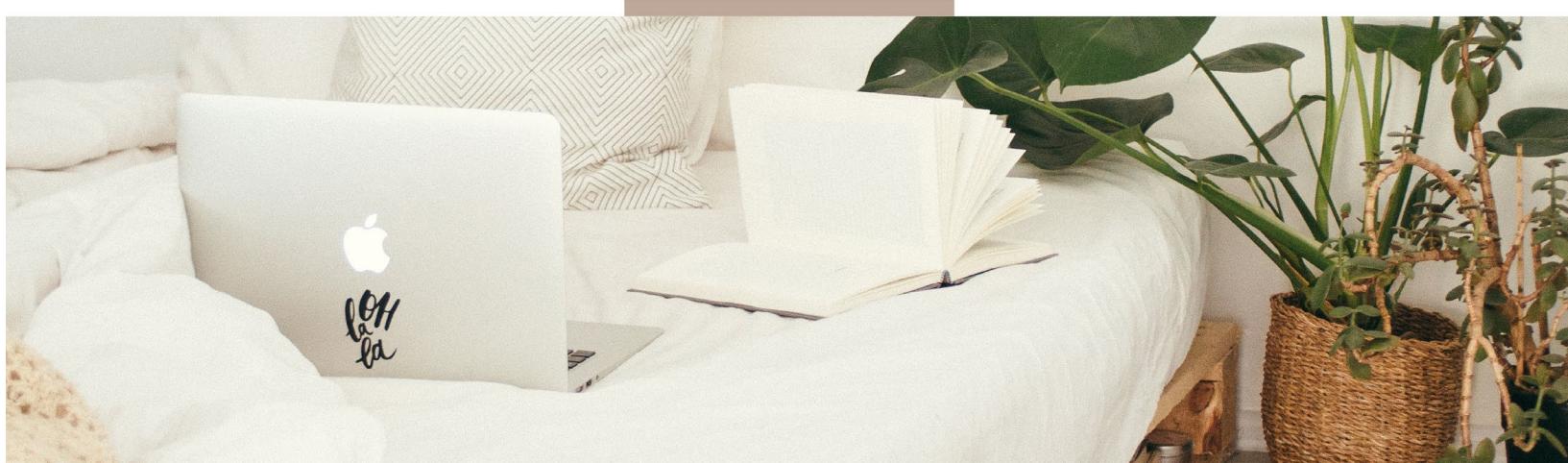
My goal is your goal. To help you get your home sold for the best possible price and most favorable terms in the shortest possible time with the least amount of stress. Then to help you move to your Next Level in life, whatever that may be. That's what hiring a professional is all about. Saving your family time, stress, and return on investment.

You also have my commitment to stay in touch, regularly reach out with relevant and important market and neighborhood information and make myself available to serve you in whatever way I can.

If you're ready to take the next steps, I'm ready to be your guide and advocate.

Thank you for the privilege!

Your Signature Here



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