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WHITE OAK REAL ESTATE

SOLD

KRISTIN PETERSON





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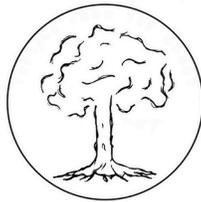
HI! I'M KRISTIN

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide on what we have to offer.



White Oak
REAL ESTATE

KRISTIN@WHITEOAKUTAH.COM

KRISTIN PETERSON

Realtor

ABOUT ME

I AM A REAL ESTATE AGENT AND LOVE HELPING CLIENTS AND REFERRALS SELL OR FIND THEIR NEW HOME. I AM ALSO PASSIONATE ABOUT HOME DESIGN, COLORS AND HOW OUR SPACES REFLECT WHO WE ARE. OUR HOME ISN'T JUST ABOUT A BRICK AND MORTAR. IT'S ABOUT INVESTING IN YOU AND YOUR FUTURE.



WHY HIRE A REALTOR

When it comes to buying or selling a property, hiring the right agent is a game-changer. Not only will they always be available to take calls and show properties, but they'll also bring a wealth of experience and negotiation expertise to the table.

When it comes time to take your largest asset to market, it's vital to have to build a specific marketing plan. I build a plan just for your home and each listing is vetted through the team, which ensures we don't have any holes in our marketing.

My job is to get you the best deal and often times that is through leveraging our combined skillsets..and **NETWORKS.**

While we personalize our marketing campaign, we systemize our approach to paperwork, ensuring you always know what's coming next.



LISTING CONSULTATION





This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.





SETTING THE RIGHT PRICE

Do You know what happens when you overprice your house?

Nothing.

Nothing happens.

No showings get scheduled, no offers come in. Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

PREPPING YOUR HOME





KITCHEN

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



FAMILY ROOM

- Remove all personal accessories
- Declutter, including furniture if needed
- Open all blinds and turn on all lights throughout house.



BEDROOMS

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

BATHROOMS

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones



BACKYARD

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



FRONT ENTRY

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

THROUGHOUT

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones



FINAL CLEAN

Prior to photos and videos, we can have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

HOW DOES A REAL ESTATE TRANSACTION WORK?

BUYER

**BUYER'S
REALTOR**

**SELLER'S
REALTOR**

SELLER

LOAN EVALUATION

BEFORE MAKING AN OFFER, BUYER SHOULD TALK WITH A FEW LENDERS TO DETERMINE YOUR BUDGET

**BUYER
FINDS A
DREAM
HOME!**

OFFER PRESENTED

BUYER'S REALTOR PRESENTS OFFER TO SELLER'S REALTOR, WHO CONVEYS IT TO SELLER

PURCHASE NEGOTIATION

SALES PRICE, TERMS AND CONTINGENCIES ARE NEGOTIATED & AGREED UPON

INSPECTION PERIOD

BUYER BEGINS 10-DAY INSPECTION PERIOD & SUBMITS REPAIR REQUESTS.

GOOD FAITH DEPOSIT

BUYER SUBMITS EARNEST DEPOSIT TO TITLE COMPANY WHICH IS HELD IN EARNEST

SELLER'S DISCLOSURES

SELLERS PROVIDE DISCLOSURES THAT INFORM BUYER OF HOME STATUS

**SALES
AGREEMENT
EXECUTED**

**LOAN
APPLICATION
PROCESSED &
APPRAISAL
ORDERED**

TITLE SEARCH
CONCURRENT WITH LOAN PROCESS, CLOSING AGENT CONFIRMS SELLER HAS CLEAR RIGHT TO SELL PROPERTY & ESTABLISHES FACTS, SUCH AS WHETHER THERE ARE ANY RESTRICTIVE COVENANTS ON THE USE OF THE PROPERTY

CLOSING DOCS ISSUED
LENDER PROVIDES LOAD ESTIMATE & CLOSING DISCLOSURES DETAILING ALL TERMS & COSTS

CONTINGENCIES SATISFIED
ONCE FINANCING IS COMPLETE, INSPECTION REPAIRS MADE, APPRAISAL COMPLETE, CONTINGENCIES ARE DROPPED OFF.

FINAL WALK THROUGH
1-2 DAYS PRIOR TO CLOSING, BUYER CONFIRMS THAT THE HOME IS IN THE SAME CONDITION AS WHEN PURCHASED & ALL AGREED UPON REPAIRS HAVE BEEN MADE



**TRANSACTION
CLOSED**





THANK YOU

I look forward to being a part of your journey, and am eager to create a seamless and successful experience together.

QUESTIONS?

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