

seller's guide

let's get your home sold



About Me

Stacy Sugarman, REALTOR®

Five Star Real Estate Agent Professional
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A bit about me: I have been married to my wonderful husband Lee since 1986. Our son Zander recently graduated from Berklee College of Music in Boston and his band, Indiana Heights is currently recording their second album.

I started in real estate back in 2003 and found my passion in helping people buy and sell homes. Before I became a realtor, I remember trying to buy a home myself and the agent kept trying to sell me houses that I had no interest in or didn't meet my needs. It felt so transactional. I thought, "Why is this so frustrating? This process could be so much better!"

So in 2003, I got my license and I have been making this journey memorable and personal for every single client ever since. I am dedicated to making my clients feel heard, advocating for their needs, and using my talents to negotiate the best deals. I build relationships that last past your home purchase or sale; whether that's providing business referrals or catching up at my client appreciation events, I am here for you. Buying and selling homes doesn't have to be daunting. Let's work together to create a memorable experience and make your real estate dreams come true!

Listening to people's wants and needs, looking to their interests instead of serving my own turned out to be a winning scenario for everyone. My unique pricing strategy, commitment to serve, negotiating skills, and expertise will prove to be a benefit to you during your home buying or selling experience.

-Stacy



by the numbers

Stacy Sugarman	Average Atlanta Agent
OVER \$100,000,000 volume sold	\$9,000,000 volume sold
OVER \$5,00,000 volume sold this year	\$1,000,000 volume sold this year
99% list to sold price ratio	90% list to sold price ratio
18 years in business	2 years in business
OVER 400 happy families helped	45 happy families helped

*results, not
promises.*

what my clients say



Angela Bewley
Sold in 2020
Sold \$25k over asking

If you are looking for an experienced incredible realtor, Stacy is your woman! Seriously she's such a quick start, always handles things we as buyers and sellers forget about and is always available. There are people in life who have jobs and those who are doing their calling...Stacy is in her calling. She has a gift!



Stacy helped me sell my first house and made it so easy. She gave me expert advice on how to prep the house, walked me through the process and kept me up to date on everything. Our house sold quickly and for the price we expected. I would highly recommend her! She's just an amazing person.

bridgetm84
Sold in 2020



Bridget Dawson
Sold in 2020
\$5k over asking

Stacy is an awesome realtor. She walked me through the process of selling my first house and answered all my questions. She has tons of contacts in the business and can help you get things done easily. She definitely goes above and beyond for her clients.



I was delighted with Stacy's knowledge of the housing marketplace. She made it easy to sell my house in 24 hours. Following the sale, she helped me buy my dream home by listening to my needs and anticipated my desires. I absolutely love Stacy, and I completely recommend her to anyone.

Lisa Washington
Bought in 2020

meet the team



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the selling process

Let's break the home selling process down into 4 simple steps:

01

PREPARE IT

Meet with your agent
Clean, declutter, paint

02

ADVERTISE IT

Determine price
Strategic marketing

03

SHOW IT

Negotiate offers
Get under contract

04

SELL IT

Inspections + appraisals
Closing day!

✓ MEET WITH YOUR AGENT

There are hundreds of thousands of agents who can sell your home. It's important to interview your agent and decide who you want to market your listing, represent your best interest, and ultimately get your home sold for the most amount of money in the shortest amount of time. Here are some questions you can ask your prospective agents - I've provided my answers so you can see why I believe I'm the best for the job.

1. How long have you been in real estate?

I actually have been in real-estate since 2003, and a RE/MAX agent since 2003.

2. Are you a part-time or full-time agent?

I am a full time realtor because my life's passion is to help families with their most valuable asset.

3. What is your average days on market?

Once homes are priced and marketed correctly, they sell relatively quickly in the current market. Typically the sellers I represent are under contract in less than a month, and some in less than two weeks.

4. What is your list-to-sold price ratio?

I have a list-to-sold price ratio of 99%. According to Redfin the average list-to-sold ratio in Atlanta GA is 98%.

5. Have you sold homes in this neighborhood?

I have sold in this neighborhood and I even have a friend that live here.

6. Have you sold homes in this price range?

In this area, I have sold quite a few homes for the average price range.

7. How many sellers are you currently representing?

If available, I like to keep 5 to 7 listings at a time

8. What will you do to market my home?

I will spread the word about your listing online, create social media campaigns, put out the for-sale sign, put together print advertising materials. I will be creative and customize any additional marketing needs to you.

9. Will I be working directly with you or a team?

You will mostly be in communication with me, but I am supported by a full team identified on page 5 for reference.

✓ CLEAN, DECLUTTER, PAINT

"Buyers decide in the **first 8 seconds** of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN



It is so important to make a great first impression once a buyer enters the home for the first time. When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property.

Most buyers will want a move-in ready property that feels like new. A long list of chores and repairs right when they move in will not be appealing and can be daunting to a potential buyer.

If needed, we contract professional cleaners and stagers to showcase your home in the best possible way.

Use the checklist on the following page to prepare your home for the market.

✓ CREATE A GAME PLAN

- ☐ Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- ☐ Consider having a home inspector come and see if anything needs to be repaired
- ☐ Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

✓ REPAIRS TO CONSIDER

- ☐ Repaint and clean walls. Using light, neutral shades has been shown to be more appealing to potential buyers. In the kitchen paint baseboards, kitchen cabinets, trim, molding
- ☐ Landscape. Add some color with flowers and shrubs. Keep the lawn mowed and remove weeds
- ☐ Upgrade lighting. Swap out old light bulbs with new brighter bulbs
- ☐ Add more lamps and accent lighting to brighten up darker rooms
- ☐ Replace old appliances. When buyers know they don't need to replace appliances for years, they have a much easier time saying "yes to the address"
- ☐ Consider renewing floor finishes and replacing old carpets. Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return

✓ CLEAN, CLEAN, CLEAN

- ☐ Thoroughly clean the entire home, or hire a professional cleaning company to do this
- ☐ Steam clean carpets. If stained, consider replacing carpet
- ☐ Repair all cracks and holes in walls
- ☐ Paint all interior walls a neutral color
- ☐ Remove any excess furniture
- ☐ Organize closets and remove any clothes not in season to show off the space in closets
- ☐ De-clutter: stow away any small appliances, knick knacks, personal items, etc. Remember, less is more
- ☐ Remove valuable items, like cash or jewelry, from the home
- ☐ Remember to remove or lock up all Guns

✓ KITCHEN AND BATHROOMS

- ☐ Mop and polish floors
- ☐ Clean appliances and fixtures
- ☐ Clean and organize pantry, throw out any old items and to show off the storage space
- ☐ Replace old caulking
- ☐ Remove all stains from sinks, toilets, showers/tubs
- ☐ Keep all toilet seat lids closed
- ☐ Stow away your personal soaps, hygiene products, medications, etc

✓ FINISHING TOUCHES

- ☐ Mop and polish floors
- ☐ Clean appliances and fixtures
- ☐ Clean and organize pantry, throw out any old items and show off the storage space
- ☐ Replace old caulking
- ☐ Remove all stains from sinks, toilets, showers/tubs
- ☐ Keep all toilet seat lids closed
- ☐ Stow away your personal soaps, hygiene products, medications, etc

✓ CURB APPEAL

- ☐ Paint the home's exterior, trim, doors, and shutters
- ☐ Power wash exterior
- ☐ Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- ☐ Inspect the roof
- ☐ Sweep the entryways
- ☐ Keep lawn mowed and maintained
- ☐ Clean up pet droppings
- ☐ Clean the gutters and downspouts
- ☐ Open windows, let fresh air in and light a scented candle
- ☐ Turn on all of the lights, open the blinds

✓ CONSIDER STAGING

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows – when done correctly it can help a home sell for more money in a shorter amount of time.

83% of real estate agents said staging made it easier for a buyer to visualize the property as a future home.

40% of buyers' agents said that home staging had an effect on most buyers' view of the home.

** Statistics from the National Association of Realtors® Research Group, 2019*



PROS

- + Staging makes the listing photos look phenomenal, attracting more buyers into the home
- + Staging allows buyers to envision themselves living in your home
- + Staging has been proven to get a higher price in shorter period of time

CONS

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional staging company
- If done poorly, staging may not be in the buyers' taste

✓ PRICE IT RIGHT

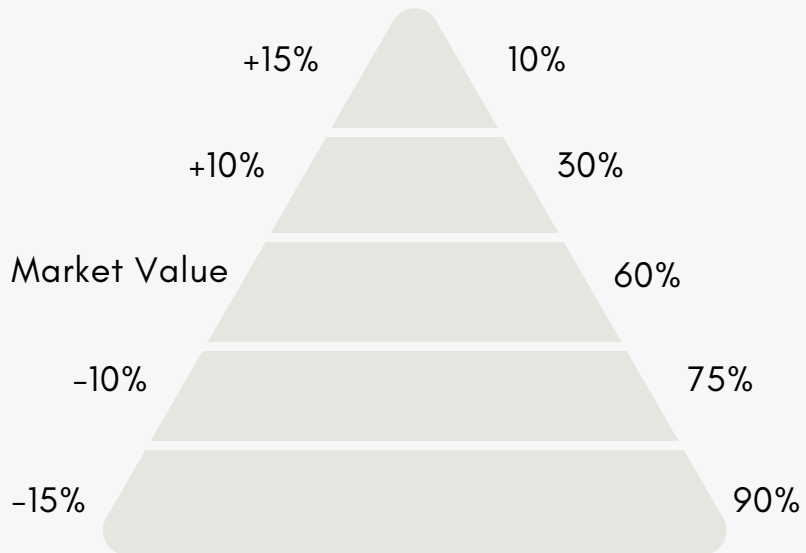
It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:

- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

why pricing it right is critical

asking price

percent of buyers



✓ PRICE IT RIGHT

Should we price it higher just to see what happens?

Setting a very high price just to “see what we get” is never a good idea. Setting an unreasonably high price usually results in longer time on the market, which does not look good to buyers and will frustrate you. Many sellers ask about the price that Zillow or other real estate websites give for their home. These are not reliable because these sites are only taking into consideration very general demographics. My job is to determine the perfect listing price to get your home sold for the most amount of money, in the shortest amount of time.

PROS AND CONS OF PRICING IT...



below market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



at market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



over market value

- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

What is my home worth?

Determining your home's market value is one very important reason to use a real estate agent. I will do a comparative market analysis (CMA) to help you set the correct listing price. I look at recent sales of comparable homes, similar homes that are under contract, and homes that are listed in the same price range of your home. Then I compare features of the homes including the size, style, number of rooms, age of the home, amenities, condition, lot size and placement, and the location or neighborhood. (Note: the tax appraiser's assessed value of your home has nothing to do with the market price.)

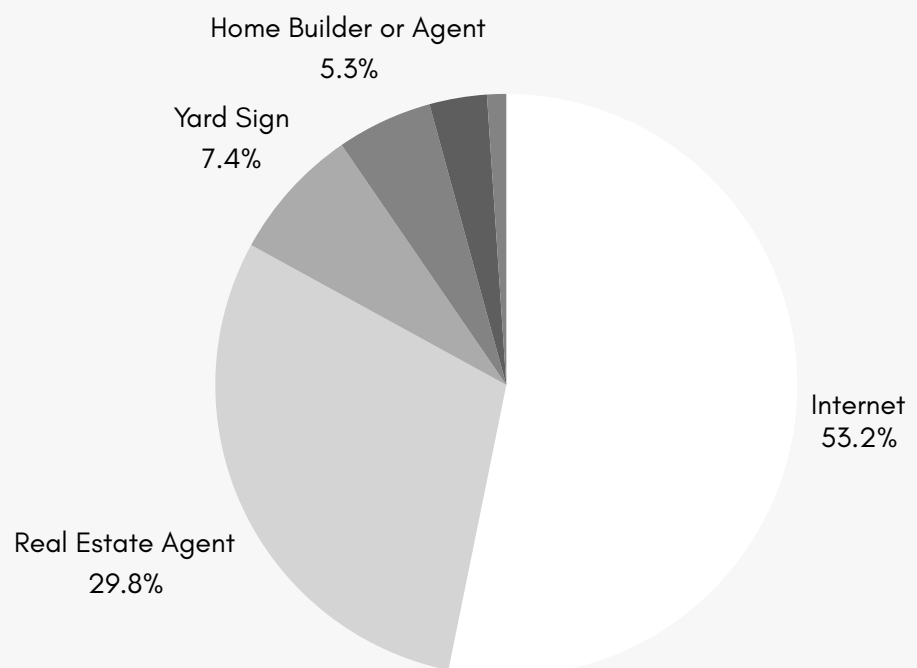
✓ STRATEGIC MARKETING

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price, the way it is input into the MLS and the way it is displayed in the MLS.

Home Buyers are Shopping Online



Source: 2019 NAR Home Buyer and Seller Generational Trends

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home. Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

✓ OUR MARKETING STRATEGY

- **List your marketing techniques here**

- Displayed on brokerage website
- Displayed on my website
- Coming soon campaigns
- Virtual tours
- Broadcasted to over 1,000 followers across social media platforms
- Facebook marketplace
- Adwerx broadcasted to over 1,300 people. Adwerx gives you access to the entire Internet. Because each local prospect is a unique person and visits different websites and apps, we don't have a preset list of places your ad is shown. Your ad will appear on top sites across the web, mobile apps, and Facebook's News Feed.
- Megaphone broadcasted to over 200 websites
- Flyers
- Professional photography (plus drone shots)
- Professional videography
- Open houses
- Yard sign captures

EXAMPLE



1750 Patrick Mill Place

Sold for \$15K over asking price

- We strategically priced the home at \$275K, at the top of the price point for the neighborhood because of recent upgrades and the impeccable condition of the home
- We listed it as Coming Soon on a Monday and put it on the market on a Wednesday to stir up interest. We also did not allow showings until the Open House on Sunday to obtain anticipation.
- Ran coming soon ads to generate excitement
- Boosted social media posts, and performed AdWerx & Megaphone Web Ad Campaigns with over 1,300 views, likes, and shares.
- Open house had 25 walk-ins and generated 9 interested buyers
- Generated and worked 9 competitive offers



HOW WILL THE SHOWING PROCESS WORK?

We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance. Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle. Usually we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge. If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information back to you.



✓ QUICK SHOWING CHECKLIST

Use this showing checklist to get your home prepared for each showing.

- ☐ Remove all clutter and put away any personal items or decorations
- ☐ Remove all dishes from the sink and wipe it down
- ☐ Stow away any valuable items or take them with you
- ☐ Collect any kids; or pets; or toys that are not in there proper place
- ☐ Empty trash
- ☐ Clean bathrooms
- ☐ Spray air freshener or light a candle
- ☐ Fix and declutter exterior walkways

✓ PREPARING TO CLOSE

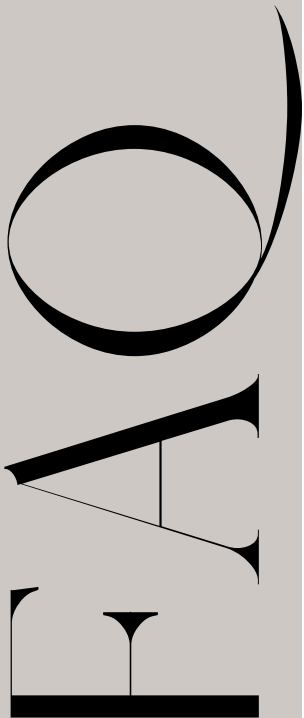
Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close.

A **contingency** is when there's something that the buyer or seller needs to do for the transaction to go forward.

Some common contingencies are:

- **Inspection contingency.** If the inspection report shows that the home has issues like a damaged roof or electrical issues, the buyers may ask you to lower the price or repair the issues. If an agreement can not be reached, the buyers may back out.
- **Financing contingency.** This will be on any contract where the buyer needs to obtain a mortgage loan in order to buy your home. This is why buyers will submit a pre-approval letter with their offer, to prove they are capable of getting the loan, but there are still some things that need to be done before they get the "clear-to-close" from their lender.
- **Appraisal contingency.** Typically, the lender requests an appraisal is done to make sure the buyer is paying a fair price for your home. If the appraisal value comes back lower than the price of the home, the buyers will have the ability to walk away from the deal if you don't lower the price. This is why it's so important to price your home right from the get-go.
- **Home sale contingency.** This happens when the buyer is currently trying to sell their own property. This is not as common as the other contingencies, but it does happen.





Should I offer incentives like a home warranty, closing costs, or selling agent bonus?

Incentives are something I like to consider on a case-by-case basis. There are certain circumstances where it may be smart to offer an incentive. Some incentives can be offered from the start. For example, if your home is in an area that doesn't get a lot of traffic, we may offer an incentive to agents to bring us a buyer. Or if you know the appliances are at the end of their lifetime, you may offer a home warranty to help the buyers replace them. Other incentives, like helping with closing costs, are better used during the negotiation process.

What do I need to disclose?

It's smart to disclose any issues right up front. Your buyers will have the right to inspect the home, so it's best they not be hit with bad news after going under contract. If you know of problems with the appliances, plumbing, electric, HVAC, roof, foundation, property lines, or deed, these need to be listed on the Seller's Disclosure. If there are repairs that you can have done before listing, go ahead and take care of those. Anything that cannot be remedied before listing should be considered when setting your list price.

What happens if my home doesn't appraise at or above the contract price?

It sometimes happens that a home does not appraise at or above the contract price. When this happens, we go back to negotiations to determine if we can save the deal by adjusting both the sales price and the terms of the contract to the satisfaction of both buyer and seller. Usually we are able to work it out and save the deal. You always have the right to refuse to lower the price to meet the appraisal, but it's usually in your best interest to try to work with the buyer to resolve the issue as the next appraisal could result in the same valuation. If you are concerned about the appraisal value, go ahead and have your home appraised before setting the listing price.

How do you negotiate multiple offers?

A multiple-offer scenario is a fun position to be in as a seller. I will help you through the negotiation process to select the right buyer- and that is not always the one with the highest offer. We need to consider how strong the offer is, whether they are offering cash or financing, how much they are financing and what type of loan they are using. How much they are offering to put in escrow and the terms of the inspection process are indications of their commitment to the deal. You may also draw on sentiment: are they buying your home as an investment or a place to raise their family?

How long will it take to sell my home?

The length of time on market will depend upon the market in your area at the time of listing and whether the home is priced realistically. I am always working to get you the highest price in the shortest time possible. On average, a home that is priced right goes under contract in two to three months. If you need to sell faster, that should be reflected in the list price.

thank you

Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process. My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about – I'm always here to answer your questions.



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