

THE  
**E:EXPERIENCE**  
*Real Estate*



# **Seller Guide**

# OUR TEAM APPROACH

Our team not only works diligently to sell your home quickly and for top dollar. We also focus on helping you transition smoothly to your next home or real estate venture.

Whether you're upgrading, downsizing, or changing locations, we provide the necessary support every step of the way.

Plus, you can always reach a team member for immediate help, even if your agent is unavailable, by calling or texting (605) 940-5544.

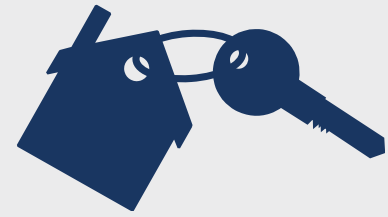
**Our agents sell 3x more homes than the average South Dakota agent. And we are ready to work for you!**

*We used The Experience for renting, moving, buying a house, and insurance. Everything was a great experience and got us good results. We will use The Experience again in the future no doubt.*

*-Joe*

# SELLING WITH *The Experience* HAS IT'S PERKS!

## *Seller Benefits*



We want to make your home buying experience the very best. We focus on making your home ownership dreams come true by providing convenient, complementary and affordable services and products along the way.



### **Moving Made Easy**

Our clients save 30% on moving services! The Experience Movers will streamline your local move from your old house to your new home.



### **Affordable Insurance**

Work with The Experience Insurance to shop multiple carriers for your home, autos, motorcycles, campers and more!



### **FREE STAGING SERVICES**

Staging your home prior to selling has BIG benefits. Stats vary, but on average, **professionally staged homes sell for 6%-10% more than non-staged homes.** Our staging team at The Experience Real Estate will present your home at its ABSOLUTE BEST!



### **New to town?**

For those undergoing a relocation and seeking the perfect location, The Experience Rentals has month to month options available, allowing ample time to find the ideal fit.



### **Custom Home Building**

Not finding the home of your dreams? Don't worry, we can help you build it! Work with The Experience Builders on a home that fits your family perfectly.



### **Stylish Furniture & Accessories**

Our clients get access to significantly discounted, brand new furniture and accessories through The Experience Furniture.

# REAL ESTATE TERMS

## PRE-APPROVAL

A pre-approval is a preliminary evaluation conducted by the lender to show that the buyer has the funds to purchase up to a certain amount. This is necessary to obtain before you find a home you're ready to put an offer on.

## OFFER

An agreement between a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as a purchase contract.

## CONTINGENCY

When an offer is accepted by the seller, but there are certain conditions that must be met before the sale is final.

## CLOSING COSTS

The fees that are paid at the end of the purchase by either the buyer, seller or both. These include taxes, insurance and lender expenses.

## EARNEST MONEY

Also known as "good faith" money, this is money put up by the buyer into a trust or escrow account. This action shows the buyer is serious about purchasing the home.

## TITLE SEARCH

A title search proves that the property is, in fact, owned by the seller. You can also purchase title insurance to make sure that no issues arise later.

## APPRAISAL

The appraisal is the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

## HOME INSPECTION

An inspection is a professional examination of the property's condition.

## DISCLOSURES

All sellers are required to fill out a property disclosure stating what they know about the property - good or bad.

## CLOSING

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys. This process typically takes an hour.

# HOME SELLER'S ROADMAP



*DISCLAIMER: Use this roadmap as a quick overview of the selling process. If you have any questions, please reach out to your REALTOR®!*

# MEET THE TEAM



**Kory Davis**

Broker/CEO  
(605) 940-5544

My commitment to growth and client satisfaction continues to be the driving force behind our success and expansion.

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**Deana Olson**

Transaction Coordinator  
(605) 405-3132

Deana partners with agents to help oversee the transaction process, ensuring each sale is moving smoothly towards closing.

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**Dawn DeLange**

Insurance Agent  
(605) 201-3399

Work with Dawn to shop multiple carries for the most competitive insurance rates for your home, auto, motorcycles, campers and more!



## **Tiffany Hohn**

Accountant  
(605) 405-3140

Meet our meticulous, detail-oriented accountant! She has had several roles at The Experience over the years and is our go-to expert for almost anything.

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## **Shelby Mellilo**

Warehouse Manager  
(605) 405-3136

When you choose our moving or furniture delivery services, contact one of our favorite guys from our top-notch professional moving crew.

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## **Krisha Ashby**

Licensed Property Manager  
(605) 405-3137

Interested in real estate investing? Consider The Experience Rentals! We provide full-service property management and treat your property as if it were our own!

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## **Kelsey Anderson**

Assistant Property Manager  
(605) 405-3133

Looking to rent before you buy? Our rentals team has month-to-month options available, allowing ample time to find your ideal property.

# 01

## FIND A REALTOR®

### CONSIDER AN 'EXPERIENCE' AGENT

Using a REALTOR® to sell a property offers several benefits and is especially valuable with a sale of this magnitude. You want to make sure that your real estate agent is as invested in this sale as you are.

### INDUSTRY KNOWLEDGE

Our team assesses every home you will be competing with in the market, enabling us to optimize strengths and mitigate weaknesses compared to competing properties.

### CONTINUAL MARKET RESEARCH

Adjustments are made as competing properties sell and new listings emerge, including updating photos, descriptions, staging and pricing if necessary. Sometimes, it's best to maintain the current price if the market indicates it's accurate.

### COMMUNICATION

You'll be kept up-to-date on buyer and agent feedback concerning price and condition, along with advance notice of showings and open houses.

### SMART NEGOTIATING

Our agents are skilled negotiators and help you get the best price on your home. Our REALTORS® represent you and your interests in the transaction, always.

# PRE-LISTING APPOINTMENT

## REVIEW CMA

You might be wondering... "What is a CMA?" CMA stands for Comparable Market Analysis. The CMA is a side-by-side comparison of homes for sale and homes that have recently sold in the same neighborhood and price range.

This information is further sorted by data such as type of home, number of bedrooms, number of baths, lot size, neighborhood, property condition and features, and many other factors.

## HOME VALUE

There are four critical factors that influence a home's value:

- Property Features: location, square footage, number of bedrooms/baths and overall condition.
- Recent Sales: properties an appraiser will use to justify the sale price.
- Active Competition: properties potential buyers will view in addition to yours.
- Market Conditions: inventory levels, supply & demand, seasonality, and trending prices.



## LISTING PRICE

Setting a reasonable listing price is one of the most important aspects in the entire home selling process. If you list too high, you might not get any offers and it can take a while to sell your home. Alternatively, if you price too low, you might be missing out on a greater return on your investment.

02

# 03

## LISTING PREPARATION

### LISTING PAPERWORK

Listing paperwork can be signed in person or via electronic signatures through your email. We want to accommodate your schedule!

### DECLUTTER YOUR HOME

Remove anything that you don't need and hide unappealing items. Less stuff allows buyers to see the home's features.

### FINAL PROJECTS

Finish any final projects and CLEAN!

### PROFESSIONAL PHOTOGRAPHY

Professional photography has become one of the most important aspects in marketing homes due to the prevalence of online home shopping.



# STAGING



## EMPTY HOUSE

Combining our furniture with a client's can potentially introduce complexities. Therefore, it is necessary for the house to be vacant so our staging team can begin with a clean slate.



## CLEAN HOUSE

Our complimentary staging service comes with just one condition: the home must be professionally cleaned, as it plays a pivotal role in maximizing the potential for selling your property.



## MAKE SELECTIONS

Our staging team visits your home to assess and enhance its design & color palette, aiming to create a visually appealing atmosphere.



## THE MAGIC BEGINS!

The transformation starts to unfold as our staging team brings in the chosen items & adds the final touches to create a polished result.



## PHOTOGRAPH & START MARKETING

A professional photographer is scheduled to capture high-quality images of your home. This allows for strategic marketing, enabling us to effectively promote and attract prospective buyers to the property.

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# STAGING BEFORE & AFTERS

Staging your home enhances the property's best features through design and color. We ensure your home will attract the most attention from the most buyers. This increases the likelihood of selling your home quickly and for top dollar.



Vacant home listed for 51 days with zero offers.

**Staged and relisted the home for the same price and it sold for FULL price in 4 days with 3 offers.**



Vacant home listed for 90 days with zero offers.

**Staged and relisted the home for the same price and it sold for FULL price in 3 days.**





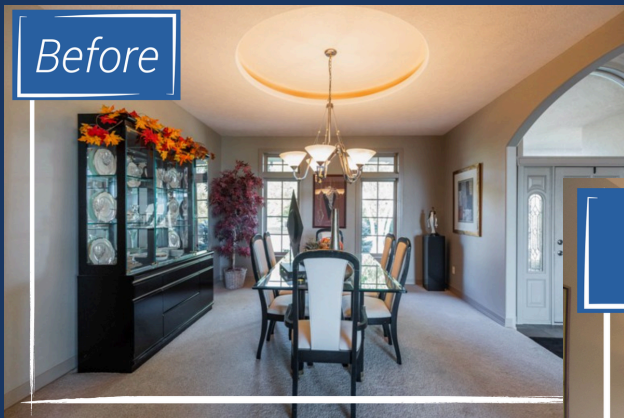
Before

Vacant home listed for 2 weeks with one offer \$10,000 under list price.

**Staged and relisted the home for the same price and it sold for \$10,000 OVER list price in 1 day.**



After



Before

Occupied home listed for 2 years with zero offers.

**Staged and relisted the home and received an offer in 6 days.**



After



**SCAN ME!** 

**Check out our staging skills!**

# 05

## MARKETING

Effective marketing is crucial when listing a house to maximize exposure and reach qualified buyers. Implementing a multi-channel strategy including print, digital, social media and open houses ensures the listing connects with the largest possible audience in order to achieve the highest sale price.



### REAL ESTATE MARKETING

- Searchable on MLS (Multiple Listing Service)
- Open Houses
- Social Media
  - Facebook, Instagram, TikTok, YouTube, & LinkedIn
- Digital marketing, TV, billboards, local attractions, and The Local Best
- Creative Options
  - Alternative financing, lease to purchase, and home trades

When we receive an offer, our team will either present the offer paperwork to you in person or email it to you. Once you have the paperwork in your possession, we will discuss the terms.

We can accept, reject or counter any offer. The most important aspect to realize about a counter offer is a buyer is no longer obligated to honor their original offer once we make a counter.



## POINTS OF NEGOTIATION

- Sale Price: The most obvious point.
- Closing Costs: Who covers these costs can be negotiated.
- Closing Date: Aligning with the buyer's or seller's timeline.
- Home Repairs: Based on inspections, offering to repair or reduce price.
- Home Warranty: Providing a warranty for appliances or systems.
- Contingencies: Including financing, home inspection, or sale of a home.
- Inclusions and Exclusions: Negotiating which fixtures or personal property are included in the sale.
- Earnest Money: The amount and conditions for the deposit.
- Leaseback: If you need to stay in the property after closing.
- Special Assessments and HOA fees: Who will pay any pending assessments.

## HOW WE GET THE BEST TERMS

- Learning the motivation of the buyer and their optimal timeline.
- Safeguarding our seller's reasons to sell in order to preserve your negotiating leverage.
- Assessing the risk of losing a potential buyer by making a counter offer.

# NEGOTIATE

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# 07

## CONTINGENCY PERIOD



### INSPECTIONS

Following the accepted offer, the buyer will likely hire a professional inspector to inspect your property. The time frame for inspections will be documented on the purchase contract but typically will be within 14 days of offer acceptance. The inspection will take 2-4 hours during a time when you, the seller, can be gone. It is common for the buyer to attend the last 30 minutes of the inspection to review any points of concern with the inspector.

### REPAIRS

In many cases, the buyer will present an addendum requesting the seller to repair items uncovered in the inspection report, along with the corresponding documentation from the inspector. The addendum essentially is another negotiation process. Our team will guide you through this process.

### APPRAISAL

Most buyers will obtain a loan to purchase your home and an appraisal will be required. The appraisal typically takes place after the inspections and at least two weeks prior to closing. You will not need to vacate the home when the appraiser comes through and they are normally there for less than 20 minutes.

## PACKING

Start packing early as it always takes more time than anticipated! Clean along the way to make the process as easy as possible in the final days prior to closing.

## END SERVICES

After the inspection is complete and prior to closing, call all utility companies and your home owner's insurance company to cancel services as of the day of closing.

## FINAL WALK THROUGH

The buyer and their agent will do a final walk through the evening before or the day of closing to ensure it is clean and nothing was damaged during the moving process.

# PRE-CLOSING



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# 09

## CLOSING

### WHAT TO EXPECT

Closing will happen at the title company. This is the final step in selling your home.

### WHO WILL BE THERE?

- You, the seller(s)
- Buyer(s)
- Your real estate agent
- Buyer's real estate agent
- Closer, the party representing the title company
- Mortgage Lender

### *Reminder!*

- Bring one government issued ID.
- If needed, cashier's check/certified check made payable to the title company for your cash to close.
- Update your address with important parties.



Congratulations!!

## COMMISSION

### HOW DOES IT WORK?

Commissions are fees paid to the real estate agents for their services. They are typically a percentage of the sale price of the property. Commission rates are not fixed by law.



Voted one of  
*The Best!*



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