

# Seller's Guide



RootQuest  
REALTY

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# MEET YOUR AGENT

*Hi, I'm Kat*



As your agent, I'm here to do more than list your home—I'm here to guide you through every step with clarity, confidence, and care. Selling a home is a significant moment, and I approach it with a personalized strategy designed to meet your unique goals, timeline, and needs.

With a service-first mindset, I lead with integrity, clear communication, and attention to detail. I'm highly responsive and committed to securing the best possible price, terms, and conditions for your home—while making the experience as smooth and stress-free as possible.

*Let's Connect*



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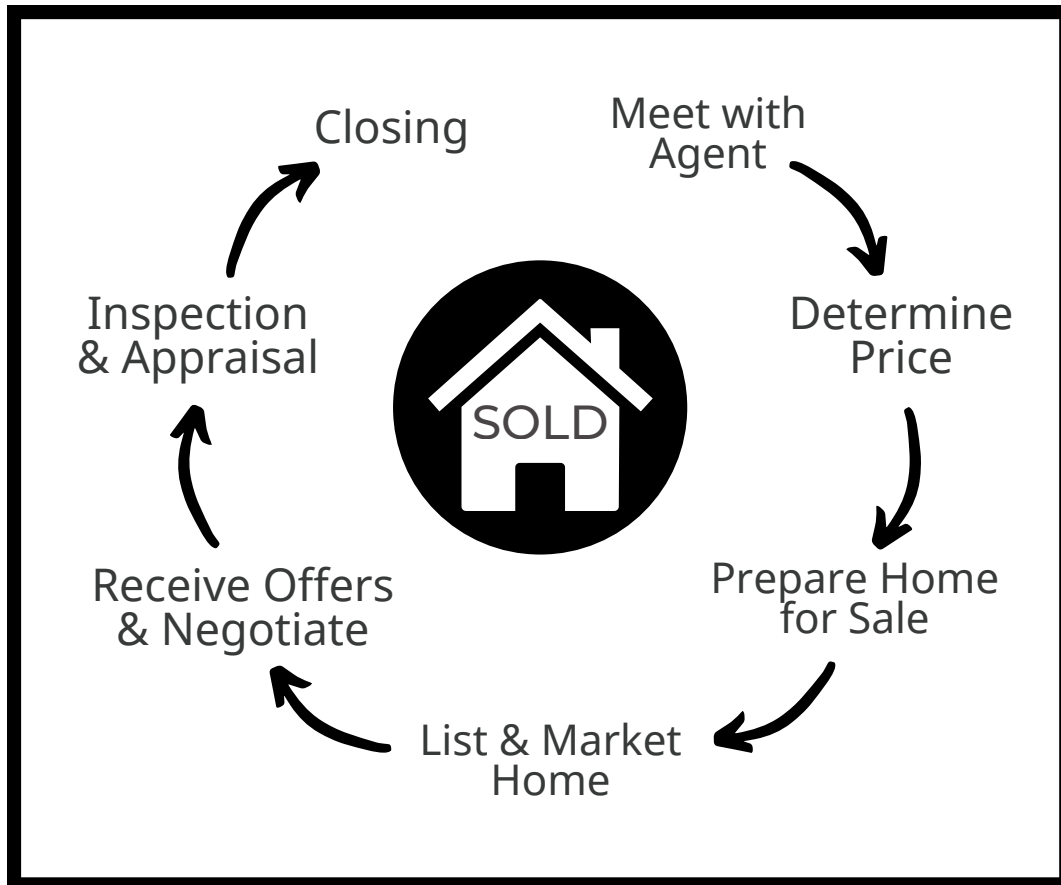


You can also find me on:



# THE HOME SELLING PROCESS

Taking You From Listed to Sold



## Pre-Listing Preparation

- 1 Schedule a tour of your home with your agent.
- 2 Discuss any potential repairs, upgrades or staging to be completed before listing your home.
- 3 Establish an asking price based on the current market and comparable property listings.
- 4 Prepare your home to be photographed and put on the market.

# PRICING YOUR HOME TO SELL

## My Pricing Strategy

The market value of your home is based on a combination of factors including:

- ✓ The Current Market
- ✓ Comparable Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements



Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.

It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

# PHOTOS & SHOWINGS PREP

## Get Ready to Sell - Checklist

Having your home professionally photographed is an important first step in getting ready to sell. Photos are buyers first impression of your home, and they need to be able to envision it as their own. This checklist gives you recommendations to get your home photo-ready, as well as preparing it to be shown to future buyers.

### THINGS YOU CAN DO AHEAD OF TIME

#### INSIDE

- Clear off all flat surfaces - less is more. Put away papers and misc. items.
- Depersonalize: take down family photos and put away personal items.
- Clear off the refrigerator: remove all magnets, photos and papers.
- Replace burnt out light bulbs and dust all light fixtures.
- Deep clean the entire house.
- Touch up paint on walls, trim & doors.

#### OUTSIDE

- Increase curb appeal: remove all yard clutter.
- Trim bushes and clean up flower beds.
- Pressure wash walkways and driveway.
- Add a welcome mat to the front door.

#### PRO TIP

We don't photograph the garage, so feel free to use it for storage.

### ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

#### KITCHEN

- Clear off countertops, removing as many items as possible.
- Put away dishes, place sponges and cleaning items underneath the sink.
- Hang dish towels neatly and remove rugs, potholders, trivets, etc.

#### BATHROOMS

- Remove personal items from counters, showers and tub areas.
- Move cleaning items, plungers and trash cans out of sight.
- Close toilet lids, remove rugs and hang towels neatly.

#### IN GENERAL

- House should be very clean and looking it's best.
- Lawn should be freshly mowed and edged.
- Move pet dishes, toys and kennels out of sight.
- Make beds, put away clothing, toys and valuables.
- Turn on all lights and turn off ceiling fans.

#### PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

# TOP 5 WAYS

## to Prep Your Home to Sell Fast

### 1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

### 2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start! You can store it in the garage!

### 3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

### 4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

### 5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

# LISTING YOUR HOME

Putting Your Home on the Market



## MLS Listing

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.



## Signage

I provide a 'For Sale' sign with a QR code and text option, allowing drive-by buyers instant access to photos, pricing, and property details.



## Lock Box & Showings

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.



## Open House

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home. 52% of home-shoppers visit open houses



## Virtual tour

We will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.

# MY MARKETING STRATEGY

When I list your home, your listing will receive maximum exposure using my extensive marketing techniques.



...and hundreds of other websites

Every online home shopper will see your listing!

# OFFERS & NEGOTIATIONS

## Factors to Consider

Accepting the highest price offer seems like a logical choice, but there are many factors to consider when reviewing an offer and knowing your options. Lets come up with a plan that works best for you.

### CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

### CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

### CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

### CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

# UNDER CONTRACT

## Steps Before Closing

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.

### Inspection

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

### Possible Repair Requests

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

### Appraisal

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

### Final Walk through

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

# CLEARED TO CLOSE

Congratulations, You've Made it to Closing!

Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.

## CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Title insurance policy
- Home warranty
- Real estate agent commissions
- Recording Fees
- Property Taxes (split with the buyer)
- Remaining balance on mortgage
- Any unpaid assessments, penalties or claims against your property

## Don't forget to

- ✓ Leave all house keys, garage openers, and mailbox keys at the property.
- ✓ Transfer utilities out of your name.

## Items to Bring to Closing:

- ✓ Government Issued Photo ID

# SUCCESS STORIES

Here's what our Clients are Saying

“

Kat is the best realtor you'll find. She is incredibly good at her job and goes above and beyond. She makes sure everything runs smoothly and will answer EVERY question you have in a very timely manner. We are so grateful we used Kat as our realtor and will use her again and would recommend her to anyone who is buying or selling a house!

- Kaity Lamb, Saratoga Springs



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“

Kat has seriously been the best agent to work with. She is super kind and caring! She has been nothing but helpful and reassuring with our house selling and now buying process. She definitely goes above and beyond for her clients! Highly recommend!!!

- Lyntessa Davis, Eagle Mountain



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“

Kat was amazing! We NEVER had to worry about a thing! She was very prompt and accommodating, bending over backwards to help our experience be as smooth as possible. I couldn't recommend Kat enough! Have her sell your home!

- Dayna Peterson, Eagle Mountain



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# TO DO LIST

## Documents to Sign

- Exclusive Right to Sell Listing Agreement
- MLS Exclusion Form\*
- Wire Fraud Alert Disclosure
- MLS Data Input Form
- Seller's Property Condition Disclosure

## Documents to Gather

- HOA (CC&Rs, Meeting Minutes, Budget)
- Solar Docs

## Listing

- Get Home Ready for Pictures

Picture Day

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Goal Listing Date

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\*The MLS Exclusion Form allows us to keep the home off the MLS until you're ready to go live with it.

## Notes

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