

SELLERS GUIDE



BECKY WIERSMA
RE/MAX Unlimited
256.426.5130
MyMadisonMove.com

ABOUT BECKY



Thank you for allowing me to talk with you about selling your home!

Let me tell you a little about me!

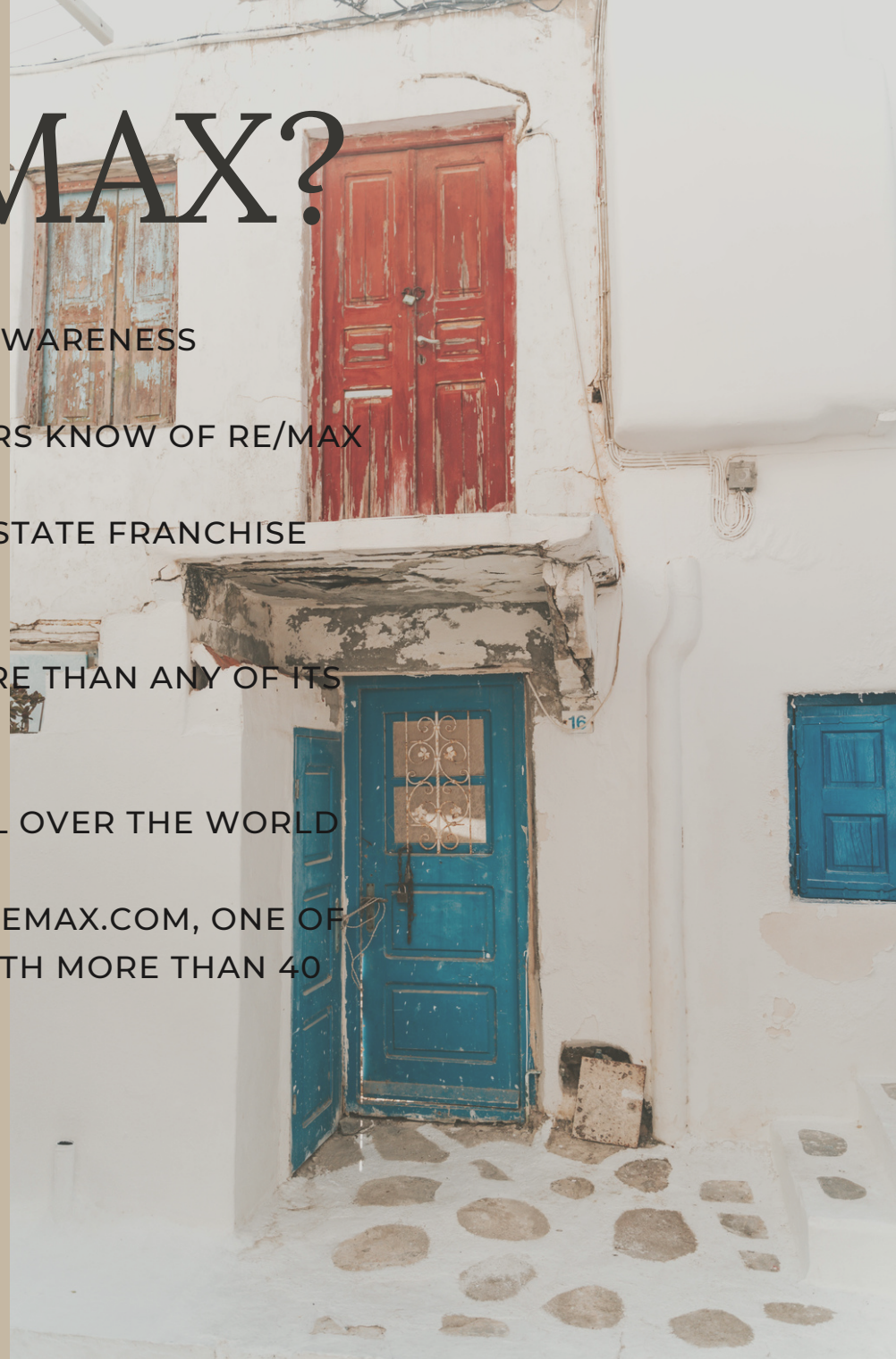
I have been a **full-time Realtor** since 1996. I grew up in Alabama and have lived in Madison since 1986. I have a B.S. in Office Administration from Auburn University. I have been married to my husband, Henry, for 36 years. We have 2 children, Laura Wiersma Graves in Bahamas and Paul Wiersma of Memphis. Both graduated from Bob Jones High School. I also have an aussiedoodle named Bailey. I look forward to working for you!!

WHY RE/MAX?

- RE/MAX LEADS THE INDUSTRY IN BRAND AWARENESS
- NINE OUT OF 10 HOMEBUYERS AND SELLERS KNOW OF RE/MAX
- RE/MAX.COM IS THE MOST VISITED REAL ESTATE FRANCHISE WEBSITE
- RE/MAX IS IN NEARLY 100 COUNTRIES, MORE THAN ANY OF ITS COMPETITORS
- THE RE/MAX BALLOON IS RECOGNIZED ALL OVER THE WORLD
- YOUR PROPERTY WILL BE FEATURED ON REMAX.COM, ONE OF THE INDUSTRY'S MOST POPULAR SITES, WITH MORE THAN 40 MILLION VISITS ANNUALLY.



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WHY CHOOSE ME??

There are currently **4,494** Realtors on the Huntsville Board of Realtors. Why choose me??

- My listings are selling at **98%** of list price, netting you money. The average agent's is **96%**.
- My average Days on Market for listings was **29** days (past 2 years). The average agent's was **99**!
- You get a full-time Realtor and a client care manager (whose full-time job is to help you get to closing smoothly). This gives me more time and resources to devote to YOU.
- In the past 2 years, **82%** of my business came from referrals. My past clients love me and are recommending me to their friends and colleagues!
- Because I realize that **over 90%** of buyers now find their home first online, I take professional pictures of your home and will help you stage it – for free.



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INTERNET EXPOSURE

Your home will be featured on over 30 websites, including:



30 SECONDS . . .

That's how long it takes buyers to make an impression of your home when walking through the door - AND EVEN QUICKER ON THE INTERNET!

Homes look more cluttered in pictures than in person . . . so . . .

- If you aren't going to use it for 6 months, pack it. This adds space AND makes it easier when it's time to show
- De-personalize - put away family photos, trophies, etc. We need buyers to see your HOME – not your stuff
- More than 3 of anything is a collection. People will stand and look at your collection and not even recall the floor plan. So pack them. This helps with clutter & it also protects them
- Anything smaller than a football needs to go!
- If it isn't staying, move it - before the house is listed (grandma's heirloom chandelier) . . .
- Smells: Odors from cooking, cigarettes, pets, etc. will have adverse affect on the buyer

WALLS/FLOORS

That wallpaper may need to go! Let us help you choose paint colors and carpets

FURNITURE

Make sure buyers can walk easily from room to room. Large pieces or extras may need to be stored

WINDOWS

Open shades & make sure windows are spotless

KITCHEN

Get everything off the counters - even the toaster!

Buyers will open your cabinets and drawers - Store any unused items elsewhere

Hide trash can in laundry room

BATHS

Cleanliness is key! Replace worn shower curtains, clean/repair caulk

Store all personal care products out of sight

Pick up all bath rugs prior to pictures and showings



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CLOSETS

Pack up off-season clothing. We are selling floor & shelf space

Plumbing, lights and things with handles. . .

Buyers will flip light switches and open everything with a handle. They turn on all the faucets and flush all your toilets. So:

- Be sure your sink fixtures do not leak, your toilets flush properly, and your doorknobs, doors and windows operate easily.
- Put brightest light bulbs possible in light fixtures

EXTERIOR

- Keep lawn trimmed and edged, and the yard free of clutter
- Check exterior for needed maintenance and repairs: the buyer will!
- Repaint as necessary. Have all windows spotless
- Clean and paint front door if necessary. Buyers will stand at your front door for several minutes while the Realtor rings the doorbell, looks for the key, opens the door, etc. All this time, the buyer is looking at your front door and front porch. Don't turn them off before they ever get inside
- Add seasonal flowers to add color and curb appeal



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PETS

- Many people have allergies or even fears of our pets. Some people may not come at all if pets are present, so . . .
- Be sure to pick up the back yard “surprises” prior to showings
- Take your pet with you when the home is being shown. This is also safer for your pet!
- Pet dishes, pet toys, litter box, etc. should be out of sight
- **Pet odors will keep your home from selling 100% of the time!** Please be vigilant about cleaning up pet smells.



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SECURITY

If you have your child's name posted above their beds, please remove!

Remove personal photographs prior to listing your home. We will post pictures of your home on websites going all over the world.

Don't leave credit card bills or other personal information out when your home is being shown

Never let a stranger into your home without an appointment!

Remove from sight all valuables, including guns, jewelry, silverware, and collections

Make certain all prescription drugs are well-hidden before anyone looks at your home

Don't leave computers open with sensitive information on them



IT'S SHOWING TIME!

Please leave while your home is being shown.
Potential buyers are uncomfortable when the
seller is present

We will text you to let you know when your home
is going to be shown

Please have your home show-ready and allow all
showings. Buyers will move on to the next home
instead of coming back:

- Be sure the lock box is in a convenient place and that the key fits properly
- Do a quick clean and vacuum and dispose of all trash
- Turn off all televisions
- Open all blinds and turn on all lights
- Be sure kitchen is left clean and all clutter is picked up
- Pick up wet towels and bath mats in Master Bath
- Keep heat or air at comfortable levels



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WE HAVE A CONTRACT! WHAT'S NEXT??

Home Inspection:

Please leave for the home inspection

This is the Buyer's inspection. The inspection will last approximately 2-3 hours. The inspector will provide a written report upon completion of the inspection. We will send you a copy of the report once we receive it

Request for Repairs:

We have 3 days from receipt of this document to respond in writing. Failure to reply in 3 days results in seller (you) being responsible to repair all items!

Termite:

The buyer will be required to have the home inspected for termites and wood-destroying fungus. If any are found, it is Sellers' job to repair

Radon:

This test will remain in your home 72 hours. If the radon level is higher than 4.0, Seller is required to mitigate

Appraisal:

The buyer's mortgage company will order an appraisal of your home. This usually happens about 1-2 weeks after contract. You may be home for this appointment but it is not required.

Lockbox:

The lockbox will be stay in place until closing day because it will be used for inspectors, appraisers, final walk thru, etc.



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FINAL WALK-THRU

Buyer's agent and buyers will conduct a final walk-through prior to closing to ensure all repairs were done satisfactorily.

This walk-thru usually occurs the day PRIOR to closing.

Please leave your home CLEAN and ready for the new Buyers.

Your OLD HOME is their NEW HOME!

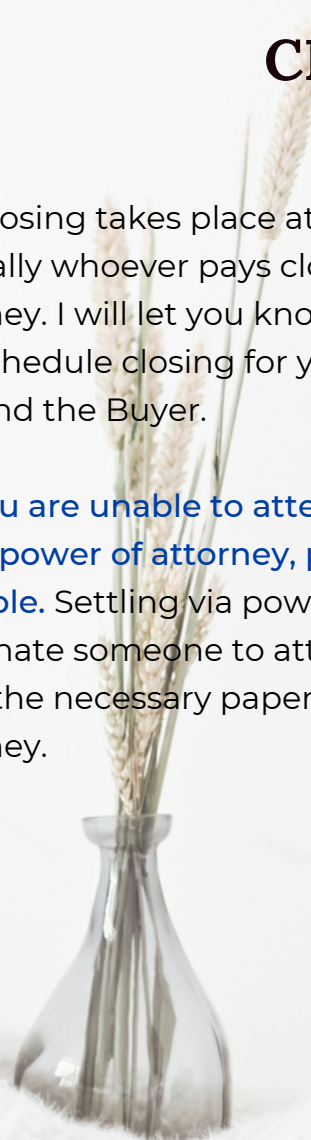
CLOSING

The closing takes place at the Closing Attorney's office. Typically whoever pays closing costs chooses the closing attorney. I will let you know who the closing attorney is and will schedule closing for you at a time convenient for both you and the Buyer.

****If you are unable to attend the closing and are planning to use a power of attorney, please let me know as soon as possible.** Settling via power of attorney will require that you designate someone to attend in your place and that you have the necessary paperwork prepared in advance by the attorney.



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WHAT YOU CAN EXPECT FROM ME

- To be honest with you about the sale of your home
- To always look out for your best interests
- To continually and constantly market your property
- To contact agents after every showing and give you all feedback: positive or negative
- To return your texts, phone calls and emails
- To handle all the details of your transaction
- To handle all dealings in a professional manner
- To advise you on changes that could be made to the property to increase marketability

Note: ***85% of the time**, an agent other than the listing agent brings the buyer. Even if I am not the one to write the contract...you can be sure I am the REASON you receive one!

WHAT I EXPECT FROM YOU

- 
- To be honest about my performance
 - To call me with any questions that you have
 - To keep the sign standing tall and clean of debris
 - To advise me on changes that are going on that could impact the sale of your home
 - Keep records available. Have copies of utility bills, homeowners manuals, etc. available
-
- To keep the house in ready to show condition
 - To turn on lights and keep blinds open DAILY
 - To allow access to show your home and not deny showings.
- You will be texted with each showing date & time. Unless there is an emergency, we expect the showing to be permitted
- To leave for every showing
 - To listen to my opinions objectively



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TESTIMONIALS

**Becky is the best realtor
that I know. She is
incredibly hardworking,
honest, very
knowledgeable, patient,
and has the rare ability to
guide a person to the right
home without being pushy.**

**I could not be more
pleased!**

Sally ~ Madison, AL

**Becky worked VERY HARD
on our behalf, turning
around options and
paperwork quickly for
review and signatures.
She has done an amazing
job. Highly Recommend!**
Charles Evans ~ Athens, AL

**Becky is an honest, enthusiastic
agent who always places the needs
of her clients above all else. She is
a true professional. She will
always go the extra mile to ensure
that she exceeds your expectations.**
Stacey Pennington ~ Madison AL

**Becky is pleasant and
professional. She
sold my home
quickly. I will
recommend Becky to
my friends.**
**Y.L. Simms ~
Madison, AL**

I look forward to earning your business too!

TESTIMONIALS

Becky started off as my Realtor, but over time became my friend! She is very knowledgeable of the real estate market and is honest. She has been available late into the evening, worked full days and over the weekend showing me homes and helping me sell mine. I highly recommend Becky!

Tuyet Bailey ~ Huntsville, AL

Becky is a top professional. She goes the extra mile for her clients. Competent, credible, caring and professional. Simply put, Becky inspires trust!
Tom Hancock ~ Madison, AL

Becky works relentlessly! She is very professional yet is very warm and considerate. She operates with the highest integrity. We will definitely be using her services again and will highly recommend her to others.

Gorden Thomason ~ Birmingham, AL

I look forward to earning your business too!

A vertical photograph on the left side of the card shows a hand holding a bouquet of small, delicate white flowers, possibly baby's breath, against a soft, out-of-focus background.

THANK YOU.

Thank you for allowing me to speak with you regarding the sale of your home.

I realize that moving can be very stressful, and my goal is to do as much of the work as possible, allowing you to spend more time doing what you love!

I can't wait to get to work for you!

Becky

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