



YOUR HOME SELLER GUIDE

FROM JUST
LISTED TO


sold

MALIA SHIELDS | BROKER

YOUR HOME MATTERS

I believe in going above and beyond to
provide top tier service & and
exceptional client experience.



360 961 1701 cell



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MaliaShields.com



Malia
BROKER

Client Testimonials

TRUST & A SMOOTH EXPERIENCE = HAPPY CLIENTS



I would trust Malia to handle important real estate transactions on all levels.

She was detailed, diligent and she made empathetic decisions.

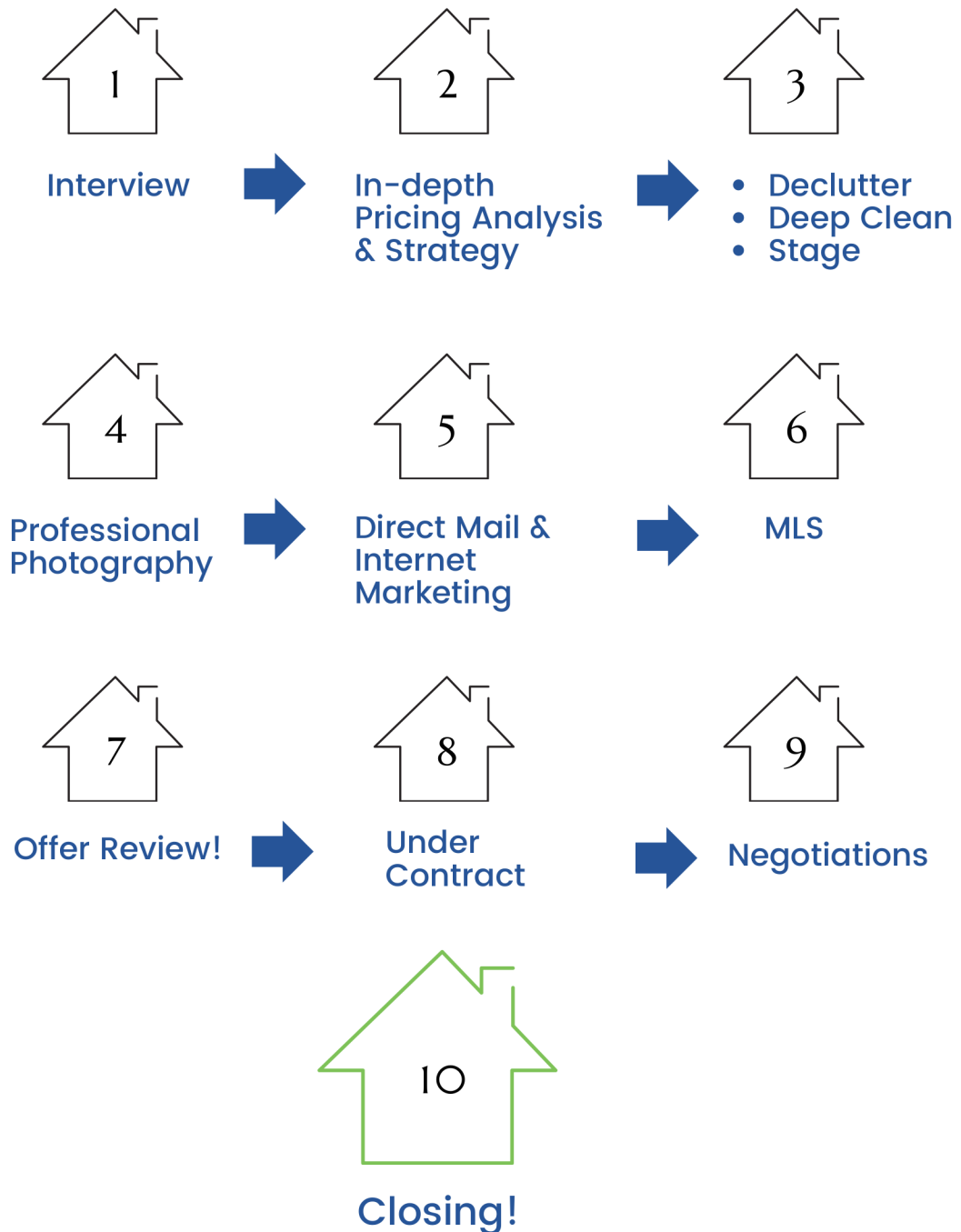
Highly recommend!





SELLING YOUR HOME

Your Path From Start To Sold!





KEEPING IT SIMPLE

Our Proven Home Selling Timeline

OUR SIGNATURE PROCESS

1

Listing Consultation

After viewing your home, I will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing price, whether staging could benefit the home and when your home will go active on the market.

2

Professional Photography

After your home is prepared and staged, it's time for professional photography. These photos will be used for the MLS listing, online advertising & direct mail advertising, which means high-quality photos are a must.

3

Our Marketing Plan

Your home will be live on the MLS and viewable to potential buyers. We will use a strategic marketing plan to ensure maximum exposure and a unique marketing plan specific to your needs.

4

Showings

It's important that you allow showings at your property, whether it be virtual or in-person. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your home to potential buyers.

5

Receive an Offer

You will be notified every time an offer is received. We will review all offers together and review the terms of the contract to decide if you would like to accept, reject or counter the offer.

6

Inspections

The buyer will most likely want to schedule any inspection. We will negotiate any repairs requested. Keep in mind, if the contract is contingent on the inspection, the buyers are entitled to walk away from the offer if any big issues arise.

7

Appraisal

If the buyer is using financing, the mortgage lender will typically order an appraisal to determine the value of your home.

8

The Closing

You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs, and moving out. After you sign the closing documents, it's time to celebrate because the home sale is complete!





About Your Home

HELP ME UNDERSTAND YOUR HOME

- ✓ What drew you to this home when you bought it?
- ✓ What is your favorite feature of your home?
- ✓ What do you like most about your neighborhood?
- ✓ What are some nearby attractions and amenities?
- ✓ What don't you like about your home?

HELPING YOU NAVIGATE THIS SEASON

About Your Situation

UNDERSTANDING YOUR GOALS



01

Your Why

Why are you moving? What is the deadline for needing to move by?

02

Your Plan

What will you do if your home doesn't sell in the expected timeframe?

03

Obstacles

Do you anticipate any major challenges or issues with selling your home?





OUR STRATEGY

Strategic Pricing

PRICING YOUR HOME TO SELL

As the seller, it's easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your broker, you can trust my pricing strategy to be unbiased, and with my skill set, I can list your home at an accurate price, which will benefit you. I will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy based on several factors.



THE TOP THREE

Pricing Factors To Consider



01.

The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.



02.

The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.



03.

Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.





SELLING YOUR HOME

My Top Priority

PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.



The goal is to price your home correctly the first time.

FROM JUST LISTED TO SOLD

Proven Marketing Plan



SIGNATURE STRATEGY



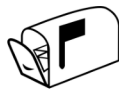
Create a professional
listing flyer & in-home
marketing tools



Informative &
engaging MLS listing
description



Expose to my associates
at weekly business
meeting



Strategic & targeted
post card campaign



Hold Open House 1-2
weeks after placing
property on the market



Yard signage and
flyers with QR code
and landing page



High-resolution professional
photography



Targeted social media
advertising



Door-knock the
neighborhood & pass
out listing flyer

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

SELLING YOUR HOME

Photo Prep Checklist

PREPARING FOR PROFESSIONAL PHOTOS



Deep clean the entire house.



Create a list for the photographer of areas of your home you want them to capture (and any areas you do not).



Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs. Use same temperature bulbs throughout.



Shutters and blinds should all be set to matching angles.



Clean all glass mirrors.



Declutter & depersonalize all counter spaces in kitchen and bathrooms.



Turn off all ceiling fans.



Remove your furry friends from the areas being photographed.



Store away pet supplies, food bowls, toys, etc.

YOUR PERSONAL PREFERENCES

Important Info



Preferred day for photographs:

Open house Best Day/Time:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?

Will pets be in the house during showings?

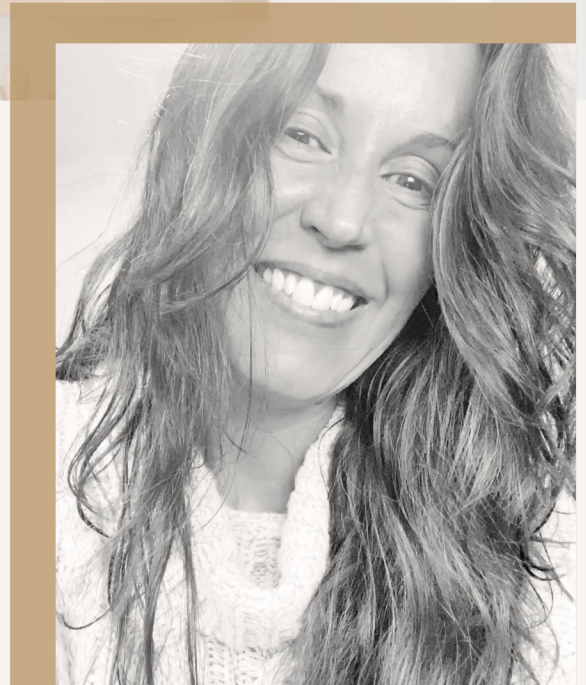
Do you have a security system that will be on during showings?



Additional Notes

Thank you for choosing me to
help you sell your home.

I look forward to working with
you to help you achieve all of
your real estate goals.



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BELLINGHAM, WA