

MANZANO SELLER'S GUIDE



www.ManzanoRE.com



We're Chris and Lianet Manzano – your dedicated real estate team with Florida Realty of Miami. In addition to being a licensed Realtor, Chris is also a mortgage broker and the founder of Manzano Mortgage Co., giving our clients an edge with expert guidance on both the real estate and financing sides of the transaction.

Selling your home is a major milestone, and we're here to make sure it's a smooth, informed, and confident experience from start to finish. This comprehensive guide walks you through the full home selling process, with special attention on how commissions work – so you can make empowered decisions every step of the way.

Let's get started on your home sale journey – together.

WANT TO SELL YOUR HOME



SALES TIMELINE

01

Initial Consultation

- **Assessment and Strategy:** Assess home value and condition, discuss goals, and create a marketing plan.
- **Staging and Repairs:** Recommend repairs and staging.

02

Listing & Marketing

- **MLS Listing:** List your home on MLS and major real estate websites.
- **Marketing Campaign:** Launch online listings, social media promotion, and email marketing.

03

Negotiating Offers

- **Offer Review:** Review and explain offers with you.
- **Negotiation:** Negotiate terms and price, handle counteroffers.

04

Contract Preparation

- **Inspection and Appraisal:** Prepare for and address inspection and appraisal results.
- **Document Preparation:** Gather and prepare necessary closing documents.

05

Closing the Sale

- **Final Walkthrough:** Buyer checks home condition.
- **Signing Documents:** Sign legal documents, finalize sale, transfer ownership.

06

Post-Sale Support

- **Moving Coordination:** Assist with moving logistics and resources.
- **Continued Assistance:** Provide post-sale support and answer questions.



PREPARING YOUR HOME

- **Assessment:** We start with an in-depth assessment of your home, evaluating its condition, unique features, recent improvements, and overall market value. This step helps us understand your property's strengths and areas that may need attention.
- **Market Analysis:** Conducting a comprehensive comparative market analysis (CMA) involves examining similar properties in your area that have recently sold, are currently on the market, or were listed but did not sell. This analysis helps us determine a competitive listing price for your home.
- **Staging and Repairs:** We provide recommendations for minor repairs, upgrades, or staging that can enhance your home's appeal. Staging involves arranging furniture and decor to make your home look its best, helping potential buyers envision themselves living there.
- **Custom Marketing Plan:** Based on our assessment and your goals, we develop a tailored marketing strategy to reach the right buyers. This includes identifying target demographics, selecting the best platforms for promotion, and creating a timeline for marketing activities.
- **Online Presence:** Your home will be listed on the Multiple Listing Service (MLS), making it accessible to all Realtors. We also ensure it is featured on major real estate websites like Zillow, Realtor.com, and Trulia, as well as our personal and professional social media channels.

Repairs and Upgrades

- **Minor Repairs:** Addressing small issues such as leaky faucets, broken tiles, and squeaky doors can make a big difference. These minor repairs prevent potential buyers from seeing your home as a "fixer-upper."
- **Cosmetic Upgrades:** Simple upgrades like a fresh coat of paint, new light fixtures, and updated hardware can modernize your home without a significant investment. Neutral colors are recommended to appeal to a broader audience.

Staging Your Home

- **Professional Staging:** We offer professional staging services to arrange furniture and decor in a way that highlights your home's best features. Staging creates a welcoming atmosphere and helps buyers visualize how they can use the space.
- **Virtual Staging:** For vacant homes, virtual staging can be an effective tool. This involves digitally adding furniture and decor to photos of empty rooms, giving potential buyers a better sense of the space.

Enhancing Curb Appeal

- **Landscaping:** First impressions matter. We recommend investing in landscaping to ensure your yard is well-maintained. This includes mowing the lawn, trimming bushes, and planting flowers to add color and appeal.
- **Exterior Maintenance:** Ensuring the exterior of your home is in good condition is crucial. This includes painting or power washing the siding, cleaning gutters, and repairing any visible damage.



OFFERS AND NEGOTIATIONS

Receiving Offers

- **Offer Review:** When offers come in, we review each one with you in detail, explaining the terms and conditions. This includes the offered price, contingencies, proposed closing date, and any special requests from the buyer.
- **Counteroffers:** If the initial offer isn't satisfactory, we help you craft counteroffers to negotiate better terms. This back-and-forth process aims to reach an agreement that meets your needs.

Negotiation Process

- **Expert Negotiation Skills:** Our extensive experience in real estate negotiations ensures that we represent your best interests. We strive to maximize your profit while maintaining a fair and amicable transaction.
- **Contract Execution:** Once an agreement is reached, we assist with executing the purchase contract. This legally binding document outlines all the terms of the sale, providing clarity and protection for both parties.



COMMISSIONS

Commission Structure

- **Total Commission:** The total commission for selling a home is usually a percentage of the sale price, commonly ranging from 5% to 6%. This fee compensates both the listing agent (us) and the buyer's agent for their services.
- **Commission Splits:** The total commission is typically split between the listing agent and the buyer's agent. For example, a 6% total commission might be divided equally, with 3% going to each agent. This split ensures that both agents are motivated to facilitate the sale.

Buyer Broker Compensation

- **Benefits of Offering Compensation:** Offering a competitive commission to buyer brokers incentivizes them to show your property to their clients. This can lead to more showings, increased interest, and potentially a quicker sale at a favorable price.
- **Negotiable Commissions:** It's important to remember that commission rates are negotiable. Sellers have always had the ability to discuss and agree upon commission terms with their listing agent. We are committed to transparency and flexibility, ensuring that the commission structure works for you.

COMMISSION STRUCTURE

Commission Structure

- **Background:** The National Association of Realtors (NAR) recently settled several class-action lawsuits that addressed issues related to commission transparency and the way commissions are advertised on the Multiple Listing Service (MLS). The settlement was aimed at increasing transparency for consumers regarding how commissions work and are distributed.
- **Key Changes:** One of the primary changes from the NAR settlement is the removal of the requirement to list buyer broker compensation on the MLS. Previously, the amount offered to the buyer's broker had to be publicly disclosed on MLS listings. Now, this is no longer mandatory.
- **Transparency and Negotiation:** This change promotes greater transparency by encouraging direct conversations between sellers and their agents about commission rates and how they are allocated. Although the specific commission offered to buyer brokers is no longer required to be listed on the MLS, it remains a negotiable part of the transaction. Sellers and their agents can discuss and agree on the most appropriate commission structure based on the specifics of the sale.
- **Impact on Sellers and Buyers:** For sellers, this change means more control and flexibility in deciding how much to offer as compensation to buyer brokers. It allows for more customized commission arrangements tailored to the seller's needs and market conditions. For buyers, the settlement encourages greater clarity about commission costs and who is responsible for paying them.
- **No Major Structural Changes:** Despite the removal of the MLS listing requirement, the overall structure of how commissions are negotiated and agreed upon remains largely the same. Commissions have always been negotiable, and this principle continues unchanged. The settlement reinforces the importance of transparent and open discussions between sellers, buyers, and their respective agents.
- **Ongoing Negotiability:** It's crucial to emphasize that the ability to negotiate commissions was in place before the settlement and remains intact. Sellers and buyers are encouraged to discuss commission structures openly with their agents to ensure that all parties are satisfied with the agreement. This ongoing flexibility allows for a tailored approach to each transaction, ensuring that the commission arrangement reflects the unique aspects of the sale.



CLOSING THE SALE

Inspection and Appraisal

- **Home Inspection:** After an offer is accepted, the buyer will typically arrange for a home inspection. This step is crucial as it identifies any potential issues with the property. We help you prepare for the inspection and address any concerns that arise.
- **Appraisal:** An appraisal determines the fair market value of your home. This is usually required by the buyer's lender to ensure the property is worth the loan amount. We coordinate the appraisal process and provide relevant information to support the valuation.

Closing Preparations

- **Understanding Closing Costs:** Closing costs can include fees for the title search, title insurance, appraisals, and more. We break down these costs and explain each item so you know what to expect.
- **Final Walkthrough:** The buyer typically conducts a final walkthrough of the property just before closing to ensure it is in the agreed-upon condition. We coordinate this walkthrough and address any last-minute issues that may arise.



CLOSING DAY!

- **Settlement Statement:** On closing day, you will review and sign the settlement statement, which details all financial aspects of the transaction. The statement, also known as the HUD-1 or Closing Disclosure, includes the sale price, loan payoffs, prorated taxes, and other closing costs. We go through this document with you to ensure accuracy and understanding.
- **Signing Documents:** You will be required to sign several legal documents, including the deed, which transfers ownership of the property to the buyer, and any affidavits or certifications required by the title company or lender. We will explain each document and its significance, ensuring you are comfortable and informed throughout the process.
- **Transfer of Ownership:** Once all documents are signed and the buyer's funds have been transferred to the escrow account, ownership is officially transferred. This typically involves the recording of the deed with the county recorder's office. We coordinate with the title company to ensure this process is completed smoothly.
- **Disbursement of Funds:** After the deed is recorded, the escrow company will disburse the funds. This includes paying off any existing mortgages on the property, settling any outstanding bills or liens, and disbursing the remaining proceeds to you. We ensure you receive your funds promptly and securely.
- **Distribution of Keys:** The final step involves handing over the keys to the new owner. We coordinate with the buyer's agent to schedule the key handover, ensuring a seamless transition for the new homeowner.



AFTER CLOSING

- **Post-Closing Documentation:** After closing, you will receive copies of all signed documents for your records. It's essential to keep these documents in a safe place as they are crucial for tax purposes and future reference.
- **Tax Considerations:** Selling your home may have tax implications. We recommend consulting with a tax advisor to understand any potential capital gains taxes or other tax responsibilities resulting from the sale.
- **Continued Support:** Our relationship doesn't end at closing. We remain available to answer any questions or provide assistance even after the sale is complete. Whether you need help finding a new home or advice on future real estate investments, we are here for you.





POST-SALE SUPPORT

Transition Assistance

- **Moving Coordination:** Moving can be stressful, but we are here to help. We provide resources and recommendations for moving companies, packing services, and storage solutions to make your transition as smooth as possible.
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Feedback and Referrals

- **Your Experience Matters:** We value your feedback and use it to continually improve our services. After the sale, we will ask for your honest opinion about your experience working with us.
- **Referrals:** If you were satisfied with our service, we would appreciate your referrals. If you know anyone looking to buy or sell a home, please let them know about us. Your referrals are the highest compliment we can receive.



NEXT STEPS



Thank you!

Selling your home is a major undertaking, but with the right guidance and support, it can be a rewarding experience. As your trusted Realtors, Chris and Lianet Manzano, we are dedicated to providing exceptional service and ensuring your home sale is smooth and successful. We bring expertise, integrity, and a personalized approach to every transaction.



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