

TAWNI
Whisler
Berkshire Hathaway
HomeServices Ambassador
Real Estate



WWW.TAWNIVHISLER.BHHSAMB.COM

TAWNIVHISLER@BHHSAMB.COM

SELLER'S GUIDE

ABOUT ME



I AM TAWNI WHISLER



HELLO

Hi!! Welcome and thank you for trusting me to help you sell your home. Whether it is your first or fourth time, I am so excited to help with that. I have been in real estate since 2014 & I was an assistant to a major team in NE and found out I loved the industry and wanted to no longer be an admin, but a full time real estate agent and I have never looked back!

tawni.whisler@bhhsamb.com

www.tawniwhisler.bhhsamb.com

HOME SELLER'S ROADMAP

Follow this high level road map to help you sell your home!



”

HOME...
IS WHERE
YOUR STORY
BEGINS

TAWNI WHISLER



TEN STEPS TO SELLING A HOME

- 01 FIND A GREAT AGENT
- 02 ESTABLISH A PRICE
- 03 PREPARE YOUR HOME
- 04 MARKETING
- 05 LISTING
- 06 SHOWINGS
- 07 OFFERS & NEGOTIATIONS
- 08 UNDER CONTRACT
- 09 FINAL DETAILS
- 10 CLOSING

TAWNI
Berkshire Hathaway
HomeServices Ambassador
Real Estate

PREPARING TO SELL



@tawniwhisler.realtor

FINDING A GREAT AGENT

01

INDUSTRY KNOWLEDGE

I have access to the MLS, Broker Exclusives and a wide variety of insight in the market from the brokerage. I have had the pleasure of being at BHHS for almost 10 years.

SMART NEGOTIATING

I have the knowledge and expertise to negotiate the best price for your home!

PROFESSIONAL EXPERIENCE

I attend BHHS masterminds, weekly company meetings, continue my CE classes to stay up to date on market data and current market trends.

CUSTOMER SERVICE

I pride myself on customer service and the whole experience. Since being admin before becoming a full time realtor, I love being with you every step of the way!

Finding a real estate agent that you trust and feel comfortable with is as hard as finding the right house to call a home. A purchase of this magnitude is a huge life decision and you want to make sure that your real estate agent is as invested in this sale as you are.

I would love to meet you for coffee so we can decide if we would vibe! :)



ESTABLISH A PRICE

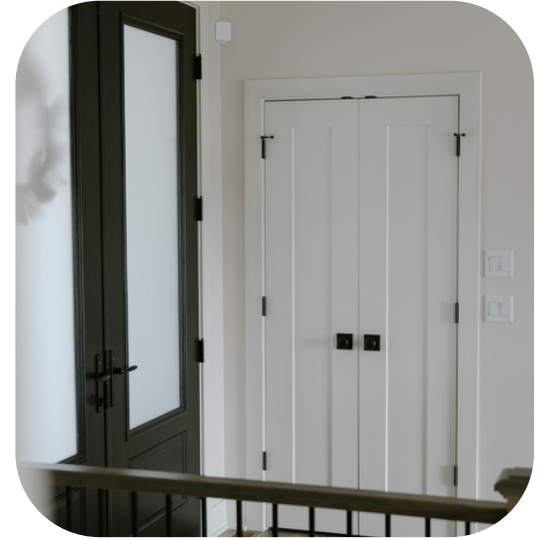
02

LISTING A 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 you a while to sell your home.

Alternatively, if you price too low, you might be missing out on a greater return on your investment.



WHAT DETERMINES THE PRICE?



You have two options in order to price your home for sale:

1. You can engage with a third party home appraiser, who will perform an analysis on your home and the neighborhood.
2. You can get your real estate agent to perform an analysis on other homes for sale in the area.

PREPARE YOUR HOME

03



Be sure to put away any personal photographs, memorabilia, and artifacts as it will look like clutter to a potential buyer.

You can replace photos with wall art.

HOME STAGING TIPS

- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.

PREPARING CHECKLIST



INSIDE THE HOME

- Repaint the home in a neutral color (preferably white)
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Make sure that walkways are clear

OUTSIDE THE HOME

- Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)
- Remove weeds
- Repaint or re-stain any porches, entry ways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation
- Clean out the gutters of any leaves or twigs
- Test all lighting fixtures and motion sensors

@tawniwhisler.realtor



TAWNI
Berkshire Hathaway
WHISLER HomeServices Ambassador
Real Estate

FIND A BUYER

MARKETING

04

Make sure that the photos you use to market your home are bright, clear, and capture all angles.

Buyers will feel more comfortable with more photos.



MARKETING TIPS

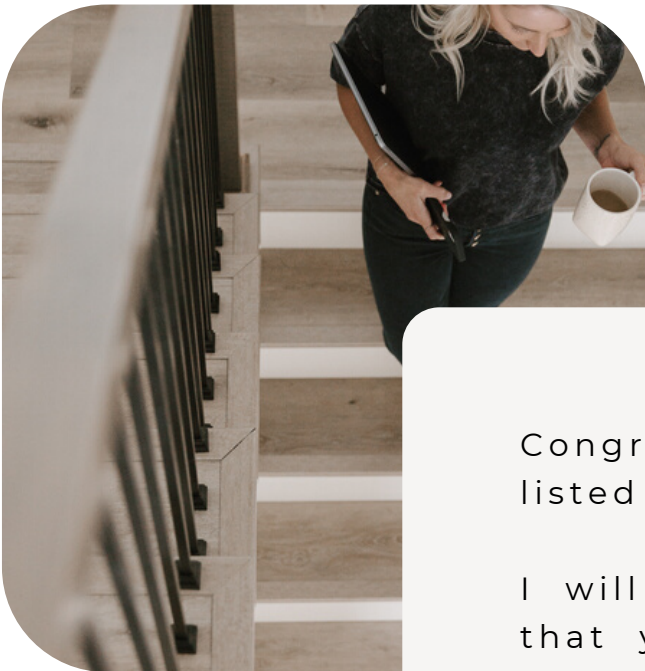
- Do not list on one site only, be sure to list your house on several different platforms
- Be detailed in your description
- Keep your calendar as flexible as possible! You don't want to miss out on any opportunities!

LISTING

05

Make sure your photos and descriptions are clear, attractive, and relevant.

These are the first impressions of your home to a potential buyer.



Congratulations! You have officially listed your home for sale.

I will use my network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

If you want, I can supply a sign for your front yard to let passerby's know of your intentions to sell.

SHOWINGS

06

For the first few weeks/ weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.



SHOWING CHECKLIST

IF YOU ONLY HAVE FIFTEEN MINUTES

- Make the beds and fluff pillows
- Throw away any garbage
- Empty out garbage cans and take out the trash
- Clean the countertops and put away dishes
- Declutter the home, remove any toys
- Turn on all indoor and outdoor lights

IF YOU HAVE MORE THAN AN HOUR

- Complete the above list (15 minute list)
- Vacuum, sweep and mop the floors
- Wipe all major appliances, glass, and mirrors
- Fold or hang up visible clothing nicely
- Dust any visible or reachable areas





FINAL STEPS

OFFERS

07



& NEGOTIATIONS

At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, your real estate agent will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.

UNDER CONTRACT

08

The offer will officially become binding once the buyer and the seller both agree to the terms in the contract (which includes the price).

Some things that need to occur before the closing process can commence:

- Home inspection
- Title search
- Final walkthrough with the buyer



FINAL DETAILS

09

Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over.

At this time you can start packing and moving into your new place!



CLOSING

10

Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the purchaser.
- The ownership is transferred to the purchaser.
- Any other documents including financing, insurance, and legal documents are exchanged.
- The negotiated purchase price is paid and any other fees (i.e. commissions) are paid.

Congratulations! You've sold your home!



CUSTOMER TESTIMONIALS

- ”
- Tawni is the best! Part real estate expert, part marriage counselor- she spent the time to get to know us and our priorities to get us on the same page and into our perfect home. She knows the home buying and selling processes inside and out and was always available to explain and advise us through the whole experience. I cannot recommend her highly enough!!

BRIANNA ANDERSON

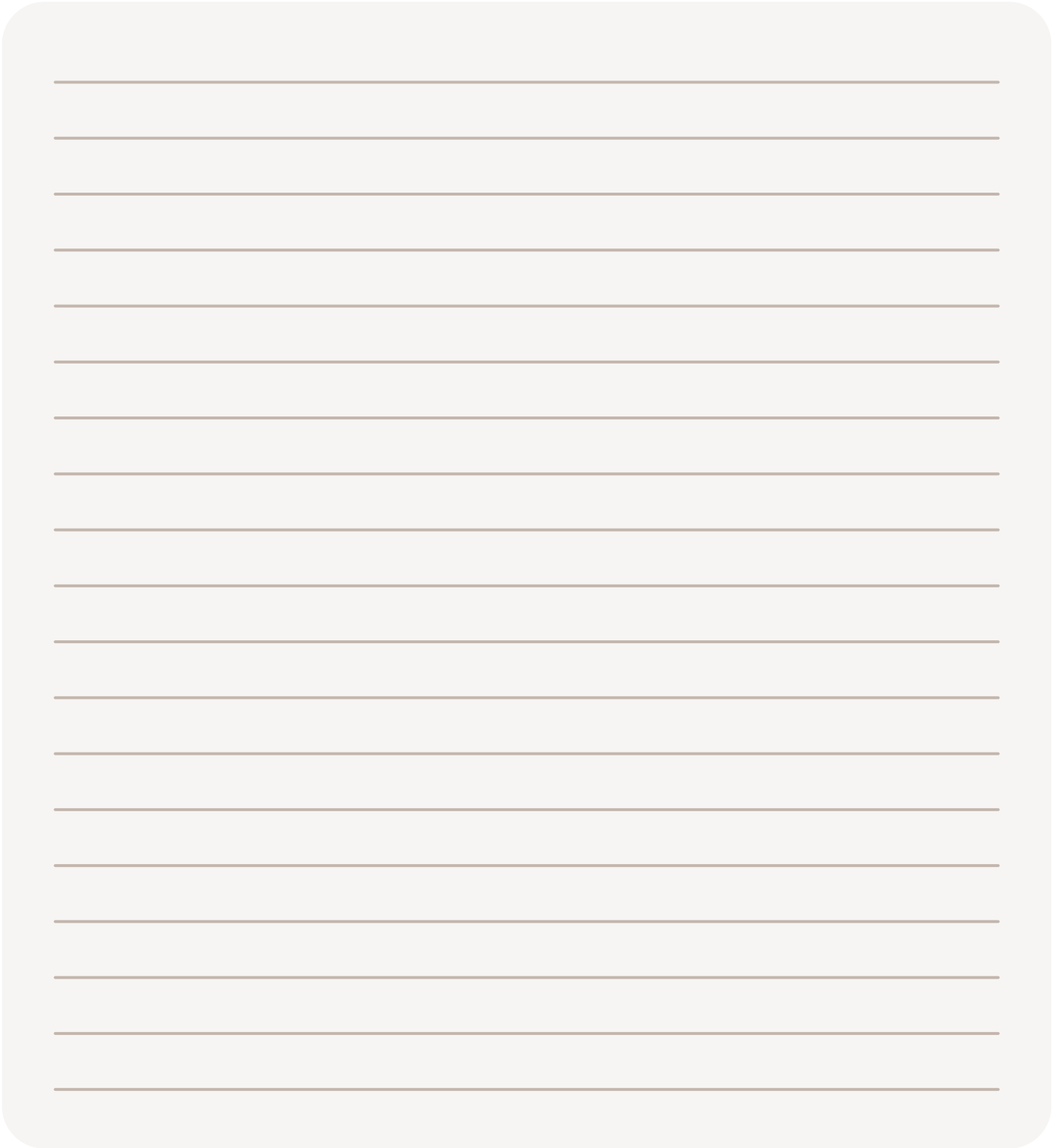
- ”
- Great communication during the process of both buying and selling our home. The open house was successful in getting several people through the house.

JANICE SANDQUIST

- ”
- Tawni was amazing to work with. She took on all responsibilities and handled them with complete professionalisms. She was very knowledgeable about helping us price the home with market trends and knowing what the state of the market was in at all times. Where she excelled was keeping me informed as to what was going on, next steps and most importantly helped guide us through the offer phase. Was a great experience and would highly recommend her if your looking for and agent.

RYAN KNOELL

Notes



A large, light gray rounded rectangle containing 20 horizontal lines for writing notes.

BHHS

TAWNI WHISLER



@tawniwhisler.realtor

