



HOME SELLING TOOL KIT



Congratulations on taking the initiative to sell your home independently!

I understand that selling a property on your own can be both exciting and challenging. **My name is Donyiel Rountree.**

The recommendations in this Tool Kit have been cultivated through years of dedicated assistance to homeowners in their selling and relocation endeavors. I am sharing this resource with you, embodying my Core Value of "Come from Contribution."





About Donyiel

Research indicates that over 70% of homeowners ultimately choose a broker's expertise to facilitate their selling process or aid their buyers in doing so. By offering you something of substantial value, my aim is that you'll call me when the need arises for you or your buyer in the future.

Donyiel brings a wealth of experience and expertise to the real estate industry. With a solid background in business and project management spanning 22 years, she excelled in the utility sector.

Imagine this: she spearheaded a major customer relationship management system implementation for a top 100 US company, establishing herself as a go-to in project management. That's the caliber of skill your team needs!

Beyond her professional achievements, Donyiel is a dedicated advocate for empowering underserved communities in wealth building. Her commitment to education and equal opportunity positions her as a positive force in the real estate industry.

Call me today at 301-332-3652

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RESOURCE HUB



Sellers Disclosure



Purchase Agreement



Disclosure of Exclusions



Lender
Questionnaire



FSBO
Considerations



Advertising Budget
Planner



Guest Registry



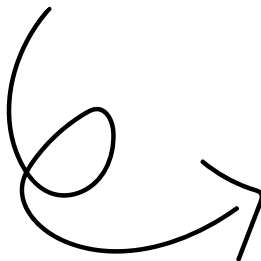
FSBO Agreement
To Pay
Commission



Estimated Seller
Net Sheet

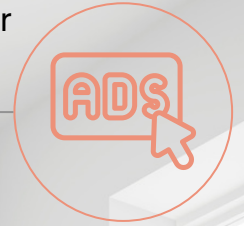
SCAN TO ACCESS
THE FREE
FOR SALE BY OWNER
RESOURCE HUB

[Access all of your documents here](#)



Writing Effective Ads

List all of the best features of your home and pick the top 5. Save the rest for your website and home brochure.



Use an attention getting opening statement about the home.

To create more interest, less is more on your ads. Include some facts about the house [bedrooms, baths, price, etc.] but keep it brief.

Focus your ad copy on the items on your top 5 list.

Avoid exaggerating the features of your home that you like best, as they may not be the features the buyer likes best.



Include your name, phone number, email address and property web site.

Use professional photos to show the best feature of the house vs. the standard front shot.



End with a call to action, "For a private showing, call 555-1234 today."

According to the Newspaper Association of America, here are the **Top things a buyer wants to know about a property:**



Location



Lot size



Price



Amenities



Type or Style



Garage #



Square Footage



Bedrooms



Bathrooms



Schools



Condo/HOA Fees



Utilities



Tax Assessment



Recent Updates



Accessories



Exclusions



Pricing Comparables



Available Move in

Answering Inquiries



To generate more inquiries, don't put everything about your property in the ad. This gives the reader a reason to call and find out more. Always include your telephone number. Update your voicemail message about your availability.



Remember your objective in handling inquiries is to cause the caller to want to see the house. You can't sell a house over the phone.



Time your ads around your availability. Always put your phone number on your yard sign, so that drive-by shoppers know how to contact you for showings. If you are running an ad on the internet, respond to email inquiries with an invitation to call for a showing appointment.



Always thank the person for calling about your house. It's a polite and friendly way to start a conversation.



Realtor Information: This will allow you to contact the Realtor and share your listing. Realtors are always working with prospective buyers.



The caller will usually ask you questions about your house right at the beginning of the call. Always give a direct answer to a direct question, and then, to keep the conversation going, ask a probing question of your own.

Example

Q: How many bedrooms does your house have?

A: We have three bedrooms. How many were you looking for?



Invite questions from the caller by asking, "What can I tell you about the house?"



Before agreeing to an appointment for a showing, always ask the caller, "Have you been pre-qualified by a lender in my price range?" This will avoid getting tied up in a contract with a buyer who cannot afford your home.



Before agreeing to a showing, always ask the caller if they have to sell their present home first in order to buy yours. Studies show that 7 out of 10 buyers are really lookers who cannot buy until their home is sold, and their home isn't even on the market yet.



Pre-schedule your open houses to streamline showings.

Preparing Your Home for Showing and Sale



- Set the asking price comparable to similar homes in your area which have sold recently.
- Be prepared to defend your price.
- Secure all necessary legal documents and use them to protect yourself from fraud.
- Both the purchaser and lender will require satisfactory proof that you have a good title to the property.
- Buyers and lenders will want a satisfactory survey including all easements, rights of way, and encroachments.
- Have current tax information available.
- Have all utility bills available.
- Have all warranties on roof and appliances available.
- Evaluate your property with a critical eye. Buyers will look for faults that could cost them money to remedy. Consider a pre-inspection.
- Clean up, fix up and paint. You have only one chance to make a good first impression, so spend time, money, and energy on curb appeal.
- Rearrange the furniture to create the most open space. If you have “too much?” furniture, remove some and store them. Six very important words: no clutter, no clutter, no clutter!



- Keep the house immaculate at all times, since showings are not scheduled events. Remember that you are competing against professionally decorated builder's model homes and professionally staged homes. Pay particular attention to the bathrooms and the kitchen. In the bathrooms, towels should be fresh and clean, sinks and baths scrubbed, and the floor freshly cleaned. In the kitchen, make sure all dishes are put away and countertops and sinks cleaned. Keep your baseboards clean and dust your furnishings.
- Turn off the TV. Play soft music on the radio. Build a fire in the fireplace. Open the shades and turn on the lights. Check the thermostat to make sure that the house is at a comfortable temperature.



- Keep children and pets out of the way during showings.
- Get every buyer's name and phone number for follow-up. Almost no one buys a home on the first visit. Chase down your feedback from every visitor.
- Give all family members assigned jobs in advance that will go into action when a short-notice showing is scheduled. Everyone must know their duties and carry them out so that you don't end up banging into one another trying to get everything done quickly.
- Open every window covering. All drapes, curtains, and blinds should be positioned to let in maximum light. Buyers like a house to be "light and bright," so accommodate them! Turn on as many lights as possible.
- Make sure the house smells good. Baking cookies, often recommended, may be overdoing it, but pet odors, smoke, or greasy cooking odors definitely will not work! Air out the house just before the scheduled showing.



- Make sure Fact Sheets are available and easily accessible. (The dining room table is an ideal place for them).
- If you are using an Agent, leave! If this is not possible, make yourself as inconspicuous as possible. If it is comfortable outside, go there until the buyers leave. If you are selling on your own, of course, you don't have this luxury. If this is the case, be as helpful as you can but don't crowd the buyers.
- Average showing time is about 20 minutes.
- Do all of your DIY (Do it yourself) home repairs prior to putting the home on the market.
- Once the home is under contract, all repairs must be handled by a licensed professional and receipts shared with the buyer.
- If you are willing to pay buyer Agent commission, prepare to deliver a For Sale By Owner Agreement to pay commission.

Guest Registry

I am requesting your feedback to help us sell this home.

Curb Appeal: Excellent Average Needs Improvement

Kitchen: Excellent Average Needs Improvement

Master Bath Excellent Average Needs Improvement

Floor Plan Works for us Could work for us Not Interested

Interior Condition Excellent Average Needs Improvement

Do you plan on submitting an offer for this house? Yes No Maybe

Name of Realtor: _____ N/A

Brokerage: _____

Please complete your information in its entirety

Name(s): _____

Current Address: _____

City _____ Zip _____

Best Contact Telephone # _____

Email : _____

Do you Own my home (plan to sell) Rent a home Lease expiration: _____

Own my home (plan to keep) Other

Pricing Strategy Analysis

Analyze how you arrived at your price. This will help you understand your pricing and positioning strategy. Every two weeks if no offers, evaluate each strategy point to determine if adjustments are needed.

1. Is the local market rising, falling or staying even? RISING FALLING STAYING EVEN
2. Is my opinion of our value based on actual neighborhood sale prices (or emotion)? YES NO
3. How many homes in the area are competing against mine right now? -----
4. How does mine compare? PLUS MINUS EVEN
5. Have any neighborhood homes been on the market too long? If YES, Why? -----
6. Is my home consistent with larger or smaller homes in the surrounding area? LARGER SMALLER AVERAGE
7. Are my financial needs influencing my asking price? YES NO
8. Is my original purchase price influencing my asking price? YES NO
9. Am I willing to price it right and stand firm? YES NO
10. Are the benefits of moving important enough to price my home at market value? YES NO
11. If I were a buyer looking at the inventory in my neighborhood, which home would sell next? -----
12. How many homes need to sell before mine is positioned to sell next? -----
13. Have competing homes had price reductions recently? YES NO
14. Does this impact the positioning of my home? YES NO

Vendors To Call

Vendor	Company	Contact	Phone	Website
Lender	Atlantic Bay Mortgage Group	Pat Jenkins	443-624-3483	patjenkinsmortgage.com
Title Company	Assurance Title LLC	Customer Service	443-583-2700	Closedassured.com
Home Inspector	Hawkeye Home Inspections	Ralph Borgess	410-430-0490	hawkinspect.com
Home Photographer	House Lens	Customer Service	888-552-3851	Houselens.com
Pest Company	Destroy Pest Control	Thomas Murray	202-423-7838	destroypestcontrol.com
Contractor	Vift Construction LLC	Hassan Butt	443-825-2782	theviftgroup.com
Plumber	Star Plumbing and Drain LLC	Akeem Tijani	240-432-3787	starplumbers.net
Electrician	Trademark Electric Services	Mark Neidhart	443-864-1582	
Heating Ventilation and Air Conditioning	Comfort Air Inc	Ralph Mimiko	202-498-1054	
Flooring	PriceCo Floors	Ash Azari	301-317-6220	pricecofloors.com
Hauling & Junk Removal	Kay's Hauling & Junk Removal LLC	Kay	703-839-0796	kayshauling.com
Movers	Town & Country Movers	Customer Service	800-683-6683	townandcountrymovers.com
House Cleaning Services	Chicas Maid	Rosa Galicia	301-455-2971	
Window, Gutter, Roof, Patio, Deck, House Power Washing Services	Adwell Services	Matt Adwell	410-990-0991	adwellservices.com



Home Buying Process



MEET WITH A REAL ESTATE PROFESSIONAL

Discuss the type of home and ideal features you're looking for.

THE BUYER'S ADVANTAGE

As the buyer, your agent's commission is often paid by the seller so your representation comes from the seller's proceeds.

GET PRE-APPROVED

You will need pay stubs, W2s, and bank statements to know what you can afford.

SEARCH FOR HOMES

Now for the fun part! Your agent will schedule showings and help you find the perfect home.

ADVANCED SEARCH

Your real estate professional has tools and systems to ensure you see every available home that meets your criteria.



THE CONTRACT

The contract provides you with a timeline to obtain financing and time to inspect the state of the home. Your real estate professional will inform you of your rights related to the contract.

NEGOTIATION AND CONTRACT

It may take a few tries to get it just right, but hang in there. You're on your way!

MAKE AN OFFER

Your agent will prepare your offer, and quickly if it's a low inventory market based on the price and terms you choose

ATTEND HOME SHOWINGS

Go prepared and be ready to keep track of likes and dislikes during your showing.



UNDER CONTRACT OR IN ESCROW

You and the seller have agreed to price and terms. The home is held for you until closing.

FINAL DETAILS

Perform due diligence, order the appraisal, conduct an inspection, and review terms with the lender.

PREPARING FOR CLOSING

Finalize your loan, review documents, discuss the inspection, and attend a pre-closing walkthrough.

CLOSING

Transfer of funds and ownership take place as the closing is facilitated by a title company or an attorney.





Research indicates that over 70% of homeowners ultimately choose a broker's expertise to facilitate their selling process or aid their buyers in doing so. By offering you something of substantial value, my aim is that you'll call me when the need arises for you or your buyer in the future.

Donyiel's holistic approach to life extends to her commitment to continuous learning. She holds a BS in Business Administration from University of Maryland Global Campus and her quest for knowledge remains unabated. She believes that growth is a lifelong journey, and she is constantly seeking new horizons.

Ultimately, Donyiel is a testament to the power of passion, perseverance, and purpose. She has demonstrated time and again that her actions align with her values, and her impact resonates with those fortunate enough to cross her path.

In conclusion, Donyiel is more than a sum of her achievements and experiences. She is a dynamic force for change, a lifelong learner, and a dedicated advocate for homeownership. Her story is one of inspiration, and her journey is far from over. Donyiel continues to strive for excellence, making the world a better place one homeowner at a time.