

# HOME Seller GUIDE

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## Singular Success

## WATCH AND LEARN



Learn more with my  
series of videos designed  
to prepare and educate:  
[YouTube Sellers Playlist](#)



YOUR REAL ESTATE ADVISOR

# Zebee Amy Voss

SINGULAR CLIENTS | SINGULAR PROPERTIES | SINGULAR SERVICE

Whether you are buying or selling your investment or your sanctuary, it is one of the most consequential undertakings of your life. I have earned the trust and respect of my diverse client base by attuning to and meeting their very specific needs and expectations.

An unwavering commitment to my clients' success, a comprehensive knowledge of the industry and keen understanding of the market has created a track record of delighted clients.



## Trusted Expertise

Prior to successfully helping clients realize their Real Estate dreams, I advised leaders and executives and led complex transformations, globally for 20 years. I served as a Chief of Staff and an executive coach. My career spans the wilderness (former white-water river guide) to my small businesses (gourmet market founder and real estate investor).

## Global and regional experienced localized

Having lived on three continents, in six states, and the District of Columbia, and as a visitor to 15 countries and 49 states, I have real estate experience from Vermont to Utah and Australia to Indonesia.

## Enduring connection to Westchester

Navigating the roads in Westchester, NY is like traversing the branches of my family tree. Among my ancestors are Brom van Brunt (aka Brom Bones from The Legend of Sleepy Hollow) and Isaac van Wart (captor of British spy and Benedict Arnold's foil). Even the street where I purchased my first home bears the name of my ancestors, the Storms.

## Singular service

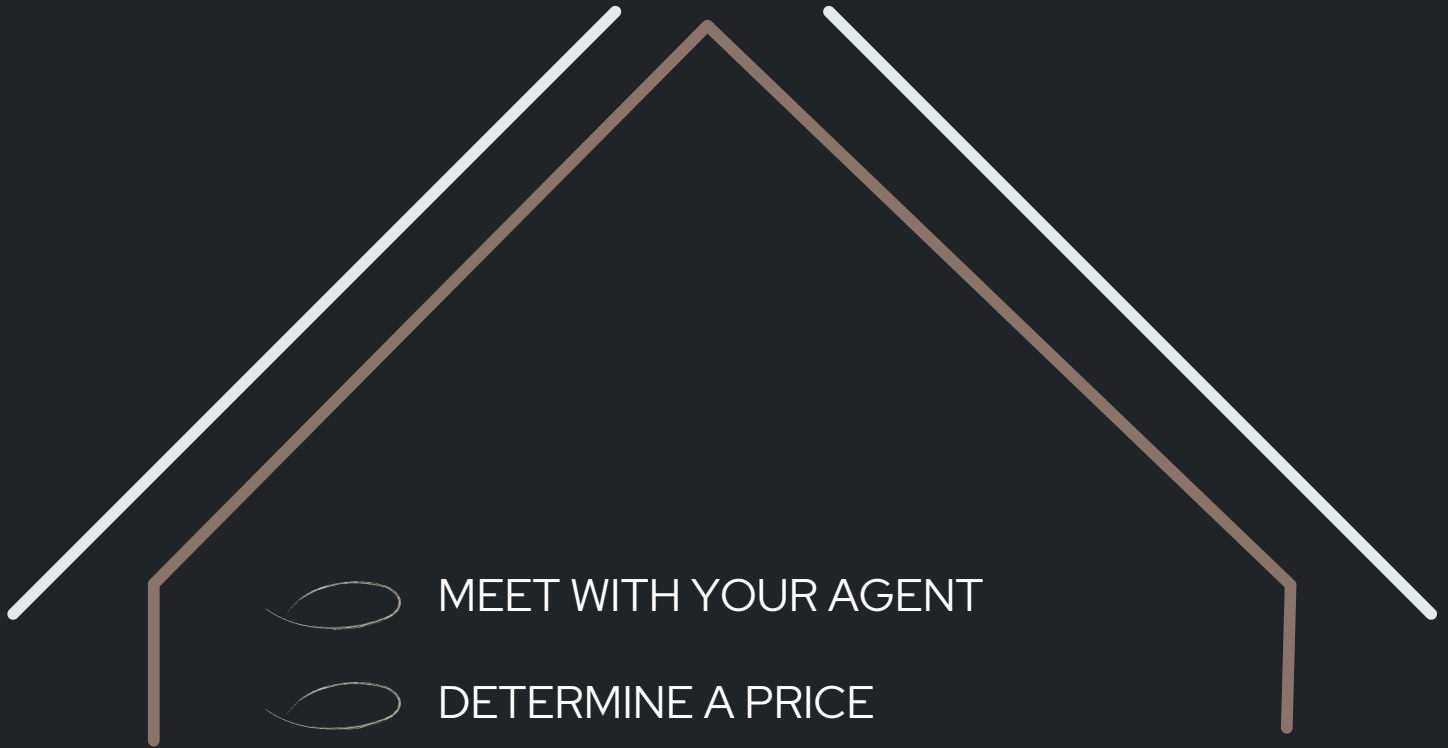
Unmatched sales and market expertise ensures that results are as singular as the properties and clients I represent. It's my privilege to steward such an important part of your singular story.

GET READY TO SELL!

*I am here to guide you and explain the process from contract to close.*



# FROM LISTED TO SOLD



- MEET WITH YOUR AGENT
- DETERMINE A PRICE
- PREPARE HOME FOR SALE
- LIST & MARKET HOME
- RECEIVE OFFERS & NEGOTIATE
- INSPECTION
- APPRAISAL
- CONTRACT
- CLOSE

# PRE-LISTING PREPARATION

- *Schedule* a tour of your home with your agent.
- *Discuss* any potential repairs, upgrades or staging to be completed before listing your home.
- *Establish* an asking price based on the current market and comparable property listings.
- *Prepare* your home to be photographed and put on the market.



# PRICING YOUR HOME TO SELL

## *The Market Value*

of your home is based on a combination of factors including:

- THE CURRENT MARKET
- COMPARABLE LISTINGS
- LOCATION
- NEIGHBORHOOD
- AGE OF THE HOME
- CONDITION OF THE HOME
- IMPROVEMENTS

### *Pro Tip*

Your agent should anticipate and mitigate any barriers to the sale such as encroachments, easements, certificates of occupancy, open permits, title claims, and items that could fail inspection or be difficult or costly to insure.

## *Pricing Strategy*

plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.

### *A home that is priced*

at a FAIR MARKET VALUE will attract more buyers, and is more likely to get multiple offers and sell faster.

When we meet, I will share a pricing strategy customized to your home and the market conditions.



# 7 EASY CURB APPEAL TIPS

## THAT WILL MAKE BUYERS FALL IN LOVE

### 1 FRESH COAT OF PAINT ON THE FRONT DOOR

Make a great first impression with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

### 2 ADD FLOWERS TO THE FRONT PORCH

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

### 3 PRESSURE WASH

While a dirty, stained house, fence, walkway, or driveway gives the impression of a home that may need some work, a pressure washing presents a clean, well maintained home.

### 4 UPDATE EXTERIOR LIGHT FIXTURES

Replace faded, dated exterior lighting with new fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

### 5 KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

### 6 ADD OR REPLACE HOUSE NUMBERS

Clear, crisp numbers that can be seen from the street make your home easier to find and improves the overall appearance. You may also want to evaluate the condition of your mailbox.

### 7 ADD A WELCOME MAT

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

# PHOTO AND SHOWING PREPERATION

*In today's market, professional photographs*  
are a requirement for every successful listing.

GET YOUR HOME PHOTO AND SHOWING READY WITH THIS CHECKLIST:



# PHOTOS & SHOWINGS

## CHECKLIST

### Things You Can Do Ahead of Time

#### INSIDE

- ☐ Clear off all flat surfaces – less is more. Put away papers and misc. items.
- ☐ Depersonalize: take down family photos and put away personal items.
- ☐ Clear off the refrigerator: remove all magnets, photos and papers.
- ☐ Replace burnt out light bulbs and dust all light fixtures.
- ☐ Deep clean the entire house.
- ☐ Touch up paint on walls, trim and doors.

#### OUTSIDE

- ☐ Increase curb appeal: remove all yard clutter and plant colorful flowers.
- ☐ Trim bushes and clean up flower beds.
- ☐ Pressure wash walkways and driveway.
- ☐ Add a welcome mat to the front door.

#### Pro Tip

Don't be tempted to shove things inside closets! Curious buyers look in there too.

### On the Day of Photography or Showings

#### KITCHEN

- ☐ Clear off countertops, removing as many items as possible.
- ☐ Put away dishes, place sponges and cleaning items underneath the sink.
- ☐ Hang dish towels neatly and remove rugs, potholders, trivets, etc.

#### BATHROOMS

- ☐ Remove personal items from counters, showers and tub areas.
- ☐ Move cleaning items, plungers and trash cans out of sight.
- ☐ Close toilet lids, remove rugs and hang towels neatly.

#### IN GENERAL

- ☐ House should be very clean and looking it's best.
- ☐ Lawn should be freshly mowed and edged.
- ☐ Move pet dishes, toys and kennels out of sight.
- ☐ Make beds, put away clothing, toys and valuables.
- ☐ Turn on all lights and turn off ceiling fans.

#### Pro Tip

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

# TOP 5 WAYS

## TO PREP YOUR HOME TO SELL FAST

### 1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

### 2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

### 3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

### 4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

### 5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

# SHOWING YOUR HOME

## *Showing considerations*

### FOR THE SELLER WILL INCLUDE:

- AVAILABILITY AND SCHEDULE
- NOTICE
- OCCUPANCY
- ALARMS AND ACCESS
- PETS AND CHILDREN
- CLEANING AND PREPERATION



### SCHEDULING

I use an online scheduling system with 24 hr backup operator support that allows me to approve, decline, or request alternate times to view, and communicate real-time showing availability. We can require as much notice as you'll need. and set an appointment limit.

#### *Pro Tip*

Ideally, sellers should provide as much access to buyers as possible, offering a variety of day, evening, and weekend options.



### LOCK BOX

I use an electronic lockbox that monitors agent use and allows access based on the availability we determine is optimal as well as solicit feedback from the buyer agent,

#### *Pro Tip*

Sellers should not be present during showings. Buyers will rush through and miss important features, they may ask questions compelling you to overshare, or raise legal Fair Housing concerns if you opt not to accepted their offer!

# OFFERS & NEGOTIATIONS

*Being flexible will help*

NEGOTIATIONS GO SMOOTHER, MOVING YOU ONE STEP CLOSER TO FINALIZING THE SALE OF YOUR HOME.



# FACTORS TO CONSIDER

## *Accepting the highest price offer*

might seem like the logical choice, but there are many factors to consider when reviewing an offer, and knowing your options allows you to come up with a plan that works best for you.

## CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that arise (i.e. financing falling through). Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster, less complex closing.

## CLOSING DATE

Some buyers may want to move in as soon as possible, while others may require more time, or be entirely flexible. You may be able to select an offer with a timeframe that is ideal for you.

## REPAIR OR CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation. They may also negotiate funds towards the repair of items that arose during inspection

## CONTINGENCY CLAUSES

A contingency is a qualifier that must be met for the buyer to move forward with the purchase. Contingencies often include financing, passing inspections or the sale of a current home. The contingency allows the buyer to back out of the contract without penalty if the terms are not met. The terms can be negotiated between the parties.

## *Pro Tip*

The team the buyer's agent brings to the table makes a difference! Is the lender well known with access to multiple funding sources? Does the attorney have a good reputation? Is the agent easy to work with and ethical? Will this team make it easy to get to closing?

# BEFORE CONTRACT

## INSPECTION

Property inspections are done to make sure that the home is in the condition for which it appears. If the purchase was contingent on a passing inspection and the property inspector finds any issues, the buyer can decide if they want to back out of the purchase or renegotiate the terms of the sale.

## POSSIBLE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate the repairs.

### *Pro Tip*

A good listing agent will look for issues ahead of the inspection such as certificates of occupancy and items that could fail or be difficult or costly to insure.

*Next Step - Contract!*

## CONTRACT AND ESCROW

Once you and the buyer have agreed on terms, both parties sign the agreement and you are now officially under contract. At signing the buyer pays a down payment (typically 10% of the purchase price) that is held in escrow by your attorney until closing. This is good faith money that the buyer intends to perform according to the contract terms.

# AFTER CONTRACT

## APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property. If the appraisal amount falls short, the bank will not approve the loan. The buyers can bring cash to the table to make up the difference, renegotiate the price, or decide to back out of the purchase altogether. Even if the buyer pays cash, they may request an appraisal.

## UNDERWRITING

Once the bank is satisfied with the appraisal, the underwriting process will begin. Underwriting is unnecessary if the buyer pays cash.

### *Pro Tip*

Your listing agent should look for appraisal and financing issues ahead of time, such as items that could fail inspection or that will disqualify the property for financing.

## TITLE

Once the contract is signed, the buyer's attorney will run Title to make sure that your home is free and clear of encumbrances or anything that would prevent the home from being sold.

### *Pro Tip*

Your listing agent should look for Title issues ahead of the contract, such as encroachments, easements, certificates of occupancy, open permits, claims.

*Next Step - Closing!*

# CLEARED TO CLOSE

## FINAL WALK THROUGH

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

*Closing is the final step*

of the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.



# CLOSING DAY

## *Closing Expenses*

FOR THE SELLER CAN INCLUDE:

- ☐ TITLE INSURANCE POLICY
- ☐ HOME WARRANTY
- ☐ REAL ESTATE AGENT COMMISSIONS
- ☐ RECORDING FEES
- ☐ TAXES
- ☐ REMAINING BALANCE ON MORTGAGE
- ☐ ANY UNPAID ASSESSMENTS, PENALTIES OR CLAIMS AGAINST YOUR PROPERTY

## ITEMS TO BRING TO CLOSING:

- ☐ Government Issued Photo ID
- ☐ House Keys
- ☐ Garage Openers
- ☐ Mailbox Keys

*Congratulations on Selling Your House!*

# SINGULAR SUCCESS

“

An exceptional woman and real estate agent.

Her market knowledge, skillful strategies, efficiency, professionalism, and pleasant manner are unmatched.

I cannot recommend her enough to anyone entering the real estate market. Speak to her once, and you will know the value she can bring to the table.

”

Zebee will be the trusted advisor you need for such a major decision.

“

She worked tirelessly. I would highly recommend her to anyone.

“

She adds so much to our experience: she is a teacher, making us aware of many things we would never have thought about, she mentors us and guides us through the process.

She is always extremely patient and full of excellent perspectives and ideas.

We have had a handful of Real Estate Salespeople, and Zebee is just head and shoulders above the rest!

“

She is extremely knowledgeable in her field.

”

Zebee jumped through hoops and hurdles with her great negotiation skills, attention to detail, and passion; truly made the whole process super easy and seamless.

“

An excellent choice for a realtor. High quality and character all the way.