

*Essential Guide for Selling Your Property*

# SELLER'S GUIDE

**MEREL  
BLACK** RESIDENTIAL **exp** REALTY



[movewithmerelblack.com](http://movewithmerelblack.com)



ABOUT US







# Jason Merel

BROKER / AGENT

*Hi there!*

I'm Jason, and for over 20 years, I've had the privilege of helping North Shore and Chicagoland clients achieve their real estate goals. With a background in education, I bring patience, precision, and problem-solving to every transaction, tailoring strategies to meet the unique needs of my clients. Whether you're selling a cherished home or searching for your next investment, my approach combines a deep understanding of market trends, competitive pricing analysis, and innovative marketing techniques to deliver exceptional results.

Beyond sales, I see every client relationship as an opportunity to provide expert guidance, empowering you to make informed decisions with confidence. Backed by a strong network and cutting-edge tools, I'm dedicated to securing the best outcomes while ensuring a seamless and rewarding experience. Let's work together to turn your real estate dreams into reality.

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# Josh Black

BROKER / AGENT

## Hey!

Hello, I'm Josh, a lifelong Chicagoland resident with nearly 20 years on the north shore and a deep passion for real estate and marketing. As a dad, husband, fitness enthusiast, and animal lover, I understand the importance of finding a home that fits your lifestyle. I'm committed to bringing my extensive local knowledge and marketing expertise to help you sell your home with confidence or find the perfect place to create new memories.

For me, real estate isn't just about transactions, it's about relationships. I take the time to truly understand what makes your home special, ensuring every detail is communicated to potential buyers. With my personal investment in your success and my dedication to a smooth, stress-free process, you'll have a trusted partner by your side every step of the way.

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# HOME SELLING PROCESS

1

## FIND A REAL ESTATE AGENT

Look for a professional agent who knows your area well and has experience selling homes similar to yours.

2

## SET A PRICE

Work with your agent to set determine a price that's in line with the market value of your home.

3

## STAGE YOUR HOME

Clean and declutter your home to make it more appealing to potential buyers. You may also want to make minor repairs and consider hiring a professional stager to help you optimize your space.

4

## MARKET YOUR HOME

Your agent will also promote your home through advertising and networking.

5

## LIST YOUR HOME

Once your home is ready to go, your real estate agent will list it on multiple websites and market it to potential buyers in your area.

6

## SCHEDULE SHOWINGS

Keep your calendar open to accommodate potential buyers and make your home available for viewings. Be sure to keep it clean and presentable for each showing.

7

## REVIEW OFFERS

As offers come in, work with your agent to review them and negotiate terms that are favorable to you.

8

## SIGN A CONTRACT

Once you've accepted an offer, a legal contract is created between you and the buyer. At this point, the buyer will have a certain period of time to complete inspections and secure financing.

9

## FINALIZE DETAILS

As the closing date approaches, you'll need to prepare to move out and finalize any remaining paperwork. Your agent can guide you through this process and answer any questions you may have.

10

## CLOSE THE SALE

Congratulations! You've sold your home. On the closing date, the buyer will provide payment, and you'll transfer ownership of the property to them.





One fact about selling a house is that the condition and appearance of the property can have a significant impact on its sale price and the amount of time it spends on the market. Homes that are well-maintained, clean, and staged tend to sell for more money and in a shorter amount of time than homes that are in poor condition or cluttered.



# TERMS TO KNOW

## LISTING AGREEMENT

A contract between the seller and the real estate agent, which outlines the terms and conditions of the agent's services to sell the property.

## EQUITY

The difference between the current market value of the property and the outstanding mortgage balance.

## APPRAISAL

An estimate of the value of the property performed by a licensed appraiser to determine its fair market value.

## HOME INSPECTION

A detailed examination of the property by a licensed home inspector to identify any potential issues that could affect the sale or value of the property.

## CONTINGENCY

A condition that must be met in order for the sale to proceed, such as the buyer obtaining financing or the completion of a satisfactory home inspection

## OFFER

A proposal to buy a property, including the price and terms of the sale.

## CLOSING COSTS

Fees associated with the sale of the property, including title search, transfer taxes, attorney fees, and other expenses.

## DISCLOSURE

The seller's obligation to disclose any known defects or issues with the property that could affect its value or safety.

## TITLE

The legal right to own and sell the property, which is conveyed to the buyer at closing.

## DEED

The legal document that transfers ownership of the property from the seller to the buyer.

## UNDER CONTRACT

A stage in the sale process where the seller has accepted an offer, but the sale has not yet been finalized.

## CLOSING

The final step in a real estate transaction where the buyer pays for the property and the seller transfers ownership.



PREPARE  
TO SELL





01

# FIND A REAL ESTATE AGENT

Choosing a real estate agent whom you trust and feel comfortable with can be as challenging as finding your dream home. Given the significant investment involved, it's crucial to work with an agent who is as committed to the sale as you are.

With Jason and Josh, you can feel confident that you're in good hands.

## OUR EXPERTISE

We have industry knowledge that goes beyond what's available to the general public. This specialized knowledge can help you determine the ideal selling price and timing for your property, based on market trends and other factors.

## NEGOTIATING SKILLS

With our team's experience and expertise, we can help you negotiate the best possible price for your home. We know how to navigate complex negotiations to ensure that you get the best value for your investment.

## PROFESSIONAL STANDARDS

Our agents are held to the highest standards of professionalism. They undergo regular training and compliance checks to stay up-to-date on changes in legal and administrative procedures. This ensures that you receive reliable and accurate guidance throughout the sales process.

## CUSTOMER SERVICE

We believe that customer service is key. We are committed to providing exceptional service and answering any questions or concerns you may have. We treat our clients with the same level of respect and care that we would want for ourselves.

# SET A PRICE

## PRICING

Pricing your home correctly is a critical component of the home selling process. If you list your property too high, you risk deterring potential buyers and prolonging the selling process. Conversely, pricing too low could result in leaving money on the table and not maximizing your return on investment.

### HOW WE HELP YOU SET THE RIGHT LISTING PRICE

Jason and Josh utilize expertise in the local real estate market to help you set a reasonable and competitive listing price.

We will conduct a comprehensive analysis of your property, taking into account factors such as location, condition, and market trends, to ensure that your home is priced appropriately.

With our guidance, you can feel confident that you are setting the optimal price to attract potential buyers and secure the best possible outcome for your sale.



# STAGE YOUR HOME



Home staging makes a property look its best, emphasizing its best features, creating warmth and comfort, and making it look inviting and spacious. Staged homes photograph better, stand out more in listings and showings, leading to quicker sales and potentially higher selling prices. It creates a more attractive environment for potential buyers, increasing the likelihood of a successful sale.



## HOME STAGING TIPS

- Style your home to allow potential buyers to envision themselves living there
- Declutter and depersonalize your home to create a neutral space
- Consider hiring a professional home staging company
- Invest in high-quality, professional photography for your listing
- Take the time to present your home in the best possible light to sell more quickly and for a higher price.



# HOW TO STAGE YOUR HOME

## DECLUTTER AND DEPERSONALIZE

Clear out any unnecessary items or personal belongings to make the space look larger and more appealing to potential buyers.

## CLEAN AND REPAIR

Clean your home thoroughly and fix any visible damages, such as chipped paint or broken fixtures, to make the space appear well-maintained.

## ENHANCE CURB APPEAL

First impressions are everything, so make sure the exterior of your home is tidy and inviting. Consider adding some potted plants, a fresh coat of paint, or new front door hardware.

## REARRANGE FURNITURE

Create a functional flow by rearranging furniture and removing any oversized pieces that make rooms look cluttered.

## USE NEUTRAL COLORS

Neutral colors create a blank canvas that allows buyers to envision themselves in the space. Consider painting walls or swapping out bold accessories for more muted tones.

## LET IN NATURAL LIGHT

Open curtains and blinds to let in as much natural light as possible. This will make rooms feel brighter and more spacious.

## STAGE EACH ROOM

Each room should have a clear purpose and be staged accordingly. For example, a spare bedroom can be staged as a home office or workout space.

## ADD FINISHING TOUCHES

Small details can make a big impact. Consider adding fresh flowers, a decorative throw pillow, or a scented candle to create a warm and welcoming atmosphere.



FIND  
A BUYER



# MARKET YOUR HOME



Marketing your home is about highlighting its best features and making it stand out to potential buyers. By taking the time to create a compelling listing and using social media and other marketing tools, you can increase the chances of selling your home quickly and at a good price.

## MARKETING TIPS

- Highlight your home's best features: Make a list of the unique features and benefits of your home, and use them in the marketing materials.
- Write a compelling description: Your listing description should be engaging and descriptive. Use descriptive language and paint a picture of what it would be like to live in your home.





# LIST YOUR HOME

## CONGRATULATIONS ON LISTING YOUR HOME FOR SALE!

Jason and Josh will utilize their network to increase visibility and reach the appropriate audience. Additionally, we can provide a front yard sign to inform passersby of your intention to sell.



### WHAT'S NEXT?

After listing your home for sale, prepare for showings, offers, negotiations, inspections, and closing. A clean and tidy home is crucial for showings.

Carefully review offers, negotiate with the buyer, prepare for inspections and sign paperwork for the closing process. Our real estate agent will assist throughout the process.

# SCHEDULE SHOWINGS

Potential buyers will want to see your home, so it's important to prepare for showings. Creating a positive and welcoming atmosphere is key to a successful home showing.

By taking the time to prepare your home and make it look its best, you can increase your chances of making a good impression and finding the right buyer for your home.

You should also be prepared to be flexible with your schedule to accommodate showings.



## FIRST IMPRESSIONS

The first impression is crucial. Make sure the exterior of your home looks inviting and well-maintained. This includes trimming the lawn, removing any clutter, and making sure the front door looks clean and welcoming.

## CLEANLINESS

A clean home is essential. Make sure your home is spotless, from the floors to the bathrooms. Clean up any clutter or personal items to make your home look more spacious.

## PETS

To ensure that potential buyers feel at ease during showings, it's a good idea to have your pets stay with a friend or family member, or take them for a walk during the showing. This will help create a welcoming environment and make it easier for buyers to focus on the features of your home.

# PREPARING YOUR HOME FOR SHOWINGS

## CHECKLIST

- Clean and declutter all rooms
- Vacuum carpets and mop hard floors
- Dust furniture and surfaces
- Make beds and fluff pillows
- Clean bathrooms and replace towels
- Make sure all light fixtures are working and replace any burnt-out bulbs
- Open curtains and blinds to let in natural light
- Set the thermostat to a comfortable temperature
- Remove any valuables or personal items
- Hide pet items and make arrangements for pets
- Put away any excess furniture or decor to create a more spacious feel
- Make sure the exterior of the house is clean and well-maintained





# FINAL STEPS



# REVIEW OFFERS

## OFFERS

Once potential buyers start showing interest in your home, you may start receiving offers. It's important to carefully review each offer and consider factors such as the buyer's financing, contingencies, and proposed closing date.

## NEGOTIATIONS

It's common for buyers to negotiate on price or other terms of the sale. Our real estate agent can help you navigate these negotiations and ensure that you're getting the best possible deal.

## INSPECTIONS

After accepting an offer, the buyer will typically schedule a home inspection. It's important to prepare for the inspection by ensuring that your home is in good condition and addressing any potential issues.



# SIGN A CONTRACT

## UNDER CONTRACT

Being "under contract" means that you have accepted an offer from a buyer and have entered into a legally binding agreement to sell your property. During this time, the buyer completes inspections and secures financing. You're responsible for maintaining the property and resolving any issues. Once all contingencies are met, you move to the closing phase and transfer ownership to the buyer.



# FINALIZE DETAILS



- During this step, the seller and buyer will work together to complete any remaining paperwork and ensure that all contingencies are met.
- This may include finalizing the purchase agreement, completing a final walk-through of the property, and making any necessary repairs or adjustments.
- It's important for both parties to communicate openly and work together to resolve any outstanding issues before moving on to the next step.



# CLOSE THE SALE

## CLOSING - THE FINAL STEP

- You'll work with Jason and Josh and the buyer's agent to complete necessary paperwork and resolve any outstanding issues.
- This may include completing repairs or upgrades that were agreed upon during negotiations.
- Once everything is in order, you'll meet with the buyer to sign paperwork and transfer ownership of the property.
- The buyer will typically wire funds for the purchase price, and you'll receive payment for the sale at this time.



# CUSTOMER REVIEWS



Amy

Buying a house can be a stressful and emotional endeavor! Jason has the ability to take this task and create a positive, stress-free, and fun experience. He listened to our hopes and requirements and was able to find homes that checked off all of the boxes. He was attentive, sensitive to our feelings, and explained details and protocols every step of the way so we understood the process. He just went above and beyond to find our perfect home! We would recommend Jason to anyone looking for a home. We loved the process and are so happy!



Sandra

Josh is an absolutely amazing realtor! He went above and beyond to make sure our home buying experience was smooth from start to finish. He was helpful every step of the way and we were blessed to have him assisting us with our purchase. He was super accommodating, friendly, knowledgeable, and by the end of the transaction we felt as if we made a new friend. Josh will be our realtor in the future if the need arises and we will most definitely refer him to our friends and family. Josh is an OUTSTANDING realtor!

Dan



Our experience with Jason and his team was outstanding. As first-time homebuyers, we relied heavily on his expertise and guidance. Jason was a true partner throughout the process, offering invaluable insights, spotting potential red flags, and giving us an edge in negotiations. Thanks to his support, we found a home we love and genuinely enjoyed the journey.

Susan



Josh is an amazing Real Estate Agent. He went above and beyond our expectations. Whenever we called him, he got back to us right away. We always felt as if we were a priority - even though he has many other clients. He is knowledgeable, personable, professional, and has a good sense of humor - qualities which are critical when dealing with the stress that goes along with looking for a new home. I have recommended him to my family and friends.

# CUSTOMER REVIEWS

Kelly



Jason was absolutely wonderful to work with! He sold our home before we even listed it and helped us purchase our dream home. He guided us through the process and was always super responsive. He went above and beyond every step of the way and we would highly recommend him to anyone looking to sell or buy a home!

Sue



Josh was incredible. We needed to sell my Mom's house to pay for her long term care. Having never sold a house before, we needed a lot of help. Josh was so caring, spent a lot of time with us and stepped us through the entire process. We weren't quite ready to list the house yet when we first met with him, but Josh did so much pre-work for the sale, when we were ready to go, we had 3 offers within a day of listing it. Highly recommend using Josh!!

Cathy



Jason guided us through the selling of our house with expertise and care. Attempting to put a house on the market during the pandemic required unprecedented skills and sensitivity for the health of all. Jason educated us and communicated with us frequently as we proceeded with decision-making, house showings, and a final contract on the house. His understanding of our perspective while continually updating himself and us about the market gave us a sense of ease throughout the time our house was listed. Jason is a good neighbor and agent. We highly recommend him!

Neil



Josh did an amazing job helping us find our new "downsize" home. Josh went through the process of looking at existing homes, new construction homes, single family homes and multi-family homes with great patience and care. As Josh told us, this is a process to find what will best suit our needs. Once we zeroed in on what we wanted, Josh was on top of everything, and always available to take calls and answer questions. We'd highly recommend Josh for anyone's real estate needs.



