

OCTOBER 2024 EDITION

SELLERS GUIDE

HOW TO SELL A HOME WITH
NICK CASANOVA



The Mission

MY MAIN GOALS FOR YOU:

1. IGNITING YOUR JOURNEY: My goal is to empower you with the knowledge of the home selling experience, making you feel not just equipped but truly confident as you embark on this exciting journey.

2. CLARIFYING THE PATH AHEAD: I'm here to help you create clear and reasonable expectations, ensuring you're never "out of the loop" throughout the entire process. Your journey to get your home sold should be a transparent and well-guided adventure.



Last But NOT Least...

3. ELEVATING YOUR DECISION-MAKING: My mission is to provide you with all the information you need to make informed decisions, leading you to the sell of your home with a sense of empowerment and purpose. Your choices today shape the foundation of your future, and I'm here to guide you every step of the way.

My Services

AS A LISTING BROKER

My job is to offer you a comprehensive suite of services to guide you seamlessly through the selling process. From coordinating pre-inspections to pulling comprehensive data from the last 2-3 months for justifying the list price—every step is meticulously handled. I'll set up Title & Escrow, vet every Realtor/lender submitting an offer, and coordinate open houses for the public. Providing a detailed "NEXT STEPS" sheet once an offer is accepted, I will ensure clarity and transparency.



There's More...

With professional video and photo marketing, we will showcase your property effectively. I will follow up with every agent who views the home and I'll create a Seller Net Proceeds sheet for your reference. I'll also offer updated data reflecting current market shifts, create an Offer spreadsheet for multiple offers, and take the time to thoroughly explain all contract language, ensuring you feel informed and confident throughout the entire process.

First Steps

START HERE!

STEP 1:

Review and sign Brokerage/Listing agreement. Then let's schedule a time to walk through the home together!

STEP 2:

Set up pre-inspection, declutter, repair/replace what is feasible. Deep clean & stage the home!



Baby steps..

STEP 3:

Shoot professional photos & video!
Make the house look show ready!
We have to create a memorable experience for all potential buyers!

STEP 4:

GET OUT! Let's make the home available as much possible so that we can get more buyers through the door!

Task Timeline

WHAT ACTUALLY HAPPENS

1. Review disclosure pamphlet & Brokerage Agreement
2. Walk Property
3. Discuss Goals/Timeline
4. Review Market Analysis
5. Schedule Pre-Inspections
6. Deep Clean & Declutter
7. Stage Home



“It’s A Marathon, Not A Sprint...”

7. Photos & Video
8. Neighborhood Survey/Blog
9. Finalize Pricing
10. List Home
11. Schedule Open-Houses
12. We Wait!
13. Accept Offer!

THE CASA COURSE

Empowering Buyers & Sellers

THE LESSONS:

1. Out of State Buyers
2. The Escalation Clause
3. WTF Is A 22AD?
4. Earnest Money
5. The Cost Of NOT Buying
6. First Time Home-Buying & More!



The More You Know, The Better..

"I really want you to know how much I appreciate all the information you have been putting out there. I was ready and felt more informed because of your Instagram stories (website). Especially the VA one. I felt like I was defeated before I even started. That's a lot of free info and labor on your end and I am grateful you set me up for success before you even knew me."

-Happy Buyer

nickcasanova.com



Windermere Ready Program

FINANCIAL HELP WITH
GETTING YOUR HOME MARKET
READY

Sellers universally aim for top dollar when selling their homes. Achieving this involves various strategies, with one major impact being ensuring the home is market-ready. This encompasses addressing long-standing issues like roof leaks, giving the house a fresh coat of paint, or replacing non-functional components.



**"Do or do not.
There is no try."
-Yoda**

The Windermere Ready program facilitates this process by offering quick cash after the application is approved, allowing you to make necessary improvements before selling. Unlike a HELOC, which can take 30+ days, this program provides swift financial support. Explore the next two pages for more details on how this program can enhance your selling experience.

WINDERMERE READY

The go-to site for up-to-date information is our dedicated Windermere Ready page on the Windermere WORC. It offers a wide variety of marketing materials as well as the loan application and more.

WORC > Marketing > More > Windermere Ready

Updated August 2023

Costs

- Current loan fee is 2.0%
- Interest rate varies depending on borrower's Experian credit score:

Experian Credit Score	Annual Interest Rate	Monthly Interest Rate	Annual Percentage Rate (APR)
700+	12.0%	1.00%	15.76%
600-699	15.0%	1.25%	18.72%
500-599	18.0%	1.50%	21.67%

- Highest Experian credit score used between co - borrowers.
- Estates are charged 2.0% loan fee with 12.0% interest.
- Loans over \$50,000 include title fees that vary by state. There are no other third-party fees.
- All loan costs are collected after the home sells or in 6 months, whichever comes first.

Terms

- The loan is due in six months regardless of whether the home has sold or not.
- Home must be on the market within 60 days from date of loan funding. Upon being approved for the loan, clients may select their funding date to maximize the 60-day period.
- Listing agreement with Windermere Agent required. Extensions to the listing agreement may be needed.
- Choose your vendors: Clients can use their own trusted service providers or agent can recommend local providers.
- Agents can stand out by offering concierge-level service to clients.

3 Steps to Applying

- Create a plan and budget of home improvements with your client.
- Have client complete the application and send a copy of their driver's license. You can send this [DocuSign link](#) to your clients to complete the application, or they can complete the attached application by hand.
- Broker sends [Property Profile](#) and preliminary title report to Move Forward Financial at loans@moveforwardfinancial.com.

Processing / Funding

- Our loan underwriting is determined by the combined loan-to-value of the home with a maximum of 75%.
- Processing and approval can typically be completed within a day or two following receipt of the completed application packet.
- Approval is provided by email to you and the client.
- Funding takes place about 10 business days after approval.
- The client will receive a wire transfer to their account.



1151 Fairview Ave North Suite 105 / Seattle, WA 98109
loans@moveforwardfinancial.com / NMLS#95598

WINDERMERE READY

Want to learn
more? 833-783-1491 / loans@moveforwardfinancial.com

continued

FAQs

What if the home doesn't sell?

The loan has a six-month term and if the home hasn't sold in six months, the loan balance is due.

Why does the home need to be on the market within 60 days?

The loan has a six-month maturity, so it is important to get the home on the market as soon as possible to allow maximum time for the home to close in that timeframe.

Are Estates, Power of Attorneys, and Trusts eligible for the product?

Yes! Extra documentation is required in these circumstances.

Are investment properties eligible?

Yes, but this falls under the Windermere Ready Commercial product which has different structure. Please inquire with us at 833-783-1491.

Why is the APR 15.76%?

The APR is the loan costs over the loan term expressed as a rate. This is not your interest rate. The Windermere Ready loan is a 6-month loan with a 2.0% loan fee that is bundled into the loan with a 12.00% annual interest rate charged during the 6-month term.

What is the total cost on a \$40,000 loan?

The loan will have an \$800 fee which is bundled into the loan. For a borrower with an Experian credit score above 700, the loan will accrue interest at a rate of 12.00%, and if the home sells 90 days after the loan funds, the interest expense would be ~ \$1,225. If the loan is outstanding for the full six months, the interest expense would be ~ \$2,400.

What is the total cost on a \$80,000 loan?

The loan will have a \$1,600 fee which is bundled into the loan. For a borrower with an Experian credit score above 700, the loan will accrue interest at a rate of 12.00%, and if the home sells 90 days after the loan funds, the interest expense would be ~ \$2,450. If the loan is outstanding for the full six months, the interest expense would be ~ \$4,825. The loan will also include a recording fee that is bundled into the loan. This fee varies by state. An additional reconveyance fee is collected when the home sells to release our deed. The reconveyance fee is paid to the title company.

Do you pull credit?

Yes, credit is pulled to verify the balances on any existing loans on the property. The Windermere Ready Loan is not reported to credit bureaus, so there is not a large impact on the client's credit profile.



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Beyond Listing Syndication

THE LISTING LAUNCH

What is syndication? As soon as we go "live," your property will circulate from the NWMLS (the central database for listings) to all of the major real estate websites such as Windermere.com, Johnlscott.com, Redfin, Zillow, Realtor.com, Trulia and more. For most brokers, their marketing efforts stop at the point of syndication. At Abode, this is just the beginning of what we do to get your home sold!



"You only have one first chance to make one first impression that lasts a lifetime."

-Nas

We take a proactive approach to finding your Buyer, starting with our 50-point listing launch process. Our in-house marketing specialist executes the details so I am free to focus on selling & strategy. Our digital marketing plan puts your home in front of buyers 24/7!

Getting To Picture Perfect

PRE LISTING PREP

Making a home stand out online is about so much more than capturing great photos. In fact, most of the work happens well before media day! It starts with a strategic plan around where to focus your efforts, including cleaning, repairs and decluttering. Staging is usually the final item that happens before media day.



5 Great Reasons To Stage Your Home:

- The home shows better in person & online.
- Helps potential buyers visualize the space; gives perspective on size.
- Usually cheaper than making repairs or updates in outdated spaces.
- Creates a memorable first Impression.
- Reduces Buyer objections

Hear About The NAR Settlement?

LET'S TALK ABOUT IT..

The National Association of Realtors ("NAR") class action settlement obligates covered real estate brokers to make certain practice changes related to buyer broker compensation beginning on August 17, 2024. Following are some of the most notable practice changes that the settlement requires:

1. Real estate brokers must obtain a ***BBSA upon the later of touring a property. In Washington a BBSA needs to be obtained as soon as reasonably practical after the broker renders brokerage services.



Compliance with Washington law is sufficient for compliance with the settlement.

2. The BBSA must disclose all compensation the broker will receive.

3. A broker may not receive compensation that is greater than what is stated in the BBSA.

4. The compensation must be objectively ascertainable meaning it must be a dollar amount or a percentage of the sales price and not an open-ended amount such as "amount offered by seller".

5. The BBSA must contain a disclosure that broker compensation is not set by law and is fully negotiable.

***Buyer Brokerage Service Agreement



My Compensation & Brokerage Agreement

As of Jan. 1, 2024, we have a new state law that requires us to provide our clients with an educational pamphlet titled "Real Estate Brokerage in Washington" before we ask you to sign any documents. The new law also requires all brokers to have a "Buyer Brokerage Services Agreement" in place prior to me providing real estate services. This agreement is intended to solidify our professional partnership and make absolutely clear what services you can expect from me and what you will pay for those services.



Transparency Is Key..

You will receive the "Real Estate Brokerage in Washington" pamphlet disclosure. This does a great job of articulating our role & responsibilities in the Selling process and also defines some key terms such as "limited dual agency." You'll see that the Brokerage Services Agreement reflects my fee of 3% (of the sales price) and the term in which we agree upon.

I am happy to answer any questions you might have!

Buyer Broker Compensation

Under the updated NWMLS rules, effective October 2024, Buyer Broker compensation is now more transparent and negotiable. The Seller's offer (or non-offer) to pay the Buyer Broker is specified upfront in the purchase agreement, but the Buyer and their Broker can negotiate this amount. If the Seller's offer is less than the agreed compensation between the Buyer and their Broker, the Buyer is responsible for the shortfall.



Everything Is Negotiable!

These changes aim to ensure clear communication and promote fairness, giving Buyers & Sellers more control over broker compensation and encouraging competitive services in the market.

Seller Testimonials

DOES IT ACTUALLY WORK?

"Nick was our agent when we bought our home, and we chose to work with him again when we sold the same home before moving out of state. Nick is positive, energetic, and always upfront with information. He's responsive and a pleasure to work with."

-Dave & Lauren



"Nick did an incredible job. He guided us through the complicated sales process is easy to understand terms. Through his guidance we were able to prep the house in an enticing way that lead to 9 offers many of which were over the asking price. He was always available when we had questions and responded quickly. Nick is an easy person to talk with and makes the process feel fun. I am happy to answer any questions you might have!

Eric & Amy

More Testimonials

"Nick helped us purchase AND sell our first home. He walked us through the many different avenues of selling a home, liability, and esas patient to answer all our questions. When it came down to accepting an offer he gave a list of what makes a strong buyer. He is knowledgeable, willing to teach, and is quick to welcome you to Tacoma with open arms."

-Karan & Hector



"Between selling our house on the North Slope and moving to a townhouse Downtown and my husband working and living in Arizona throughout the transaction processes, it's been a typhoon of activity. We couldn't have done it though without the help of our amazing agent, Nick Casanova. The level of care, patience, and above-and-beyondness he showed us was incredible. We're happy, we're home, and we're out of a 120 year old money sponge thanks to him!"

-Mark & Anna

That's A Wrap!

NOW WHAT?

Time to get to work....



nickcasanova.com