

A modern living room with a grey sofa, a white coffee table, and a potted plant. The coffee table is white with a light wood top. A potted plant sits on the table. The sofa has a striped pillow. The background is a plain wall with a framed picture.

SELLER'S *guide*

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About



*a little
about me...*

*Hello,
I'm Ashley*

Welcome to
my world!

Ashley has a an Associate's Degree in Legal Studies, a Bachelor's Degree in Paralegal Studies, is a Best of Zillow Premier Agent and a recipient of the Military Relocation Professional (MRP) certificate. She is the spouse of a retired veteran of 20+ years and enjoys giving back to her community.

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we're here to help



Ashley Tucker
REAL ESTATE
BROKER/REALTOR®
919-935-8003

Ashley has spent the last five years learning everything there is to know about the real estate industry -- from new home construction to resale. She's currently helping buyers like you every day as a Real Estate Broker/REALTOR®. She is a recipient of the Military Relocation Professional (MRP) certificate. She is a foster mom and active in her community. Ashley is here to help, if I'm ever unavailable.



Ashish Lakhiani at SingleSource
REAL ESTATE
SETTLEMENT SERVICES

Ashish and his team at Single Source Real Estate Services is able and willing to assist our clients to make it to closing and achieve each party's goal. If your REALTOR® has a legal question, you can be sure Ashish will help us find the answer!



Canady's Pest Control
TERMITE INSPECTOR

Canady's Pest Control is used to conduct our Wood Destroying Insect Reports (WDIR). Upon receipt of the report, your REALTOR® will guide you with the next steps. After closing, you may hire Canady's Pest Control for other preventative measures.



Atlas Inspections
HOME INSPECTIONS

Atlas Inspections offers initial home inspections, re-inspections, new construction 11-month warranty inspections, yearly maintenance inspections and radon inspections. To schedule, call (910) 606-3033 ext. 1.



10 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

A bright, modern kitchen with a dining table and island. The kitchen features white cabinetry, a granite countertop, and a large window. Two large, lantern-style pendant lights hang from the ceiling. The dining table is set with a white tablecloth and several wooden chairs. The overall atmosphere is clean and inviting.

Preparing
to Sell

01 *Find a great agent*

A real estate agent is a huge asset to you as you go through the home-selling process. This is one of the biggest transactions of your life and you need a skilled professional guiding you through the process.

Your agent will be working with your best interests in mind and can help guide you through all the stages of selling your home.



CONNECT YOUR HOME WITH PROSPECTIVE BUYERS

Listing Agents often work with buyers who are in need of a home. If both parties allow for dual agency, your agent can expose your home to the largest potential audience.

GET YOU MORE MONEY

Agents will be able to help you negotiate top dollar for your home.

ATTENTION TO DETAIL

The process of selling a home requires a good deal of paperwork. Your real estate agent will help you complete and submit all documents properly.

PROFESSIONAL NEGOTIATOR

Agents deal with any difficult conversations that need to happen. They will also help you consider offers and negotiate with the buyer on your behalf.

EXPERT GUIDE

REALTORS are there to help you with any questions you have along the way. They offer an objective opinion and can give you a much needed online presence.

02 Establish a Price

Pricing your home competitively...

The listing price is one of the most important factors in a successful home sale. Many people tend to list too high and they either have to move greatly on the price or it takes much longer to get any offers. Your real estate agent should be an expert in what homes are selling for in your area. Lean on them to help guide you in setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner.

What determines the price?

Remember that your home is only worth what buyers are willing to pay. Your real estate agent will run a comparative marketing analysis (CMA) and provide you with a list of other houses that have sold recently in your area. This will help you see what homes of comparable size and condition to yours are going for in the current market.

You also have the option of having a home appraisal conducted to give you a better idea of the home's value.



03 Prepare your home

There are many quick and inexpensive things you can do to increase the likeliness of selling.

Do a quick spruce up around the inside and outside of the home. Include things like decluttering, checking for leaky faucets and pulling weeds in the front yard.



When potential buyers are coming through your home, make sure to keep all valuables and personal information out of sight. Also remove any family photos and replace with art. You want the potential buyer to be able to imagine themselves living in the home.

Home Staging tips...

- There are many levels of home staging to choose from based on your budget and the value of staging in your area. Whether you choose to DIY or hire a professional do your best to neutralize and depersonalize as much as possible to appeal to the widest range of potential buyers.
- You can increase your number of showings by allowing agents to use a lockbox instead of setting appointments. If you are setting appointments try to be as flexible as possible.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.

Preparing Checklist

Exterior

- Mow lawn
- Trim around walkways, trees and bushes
- Remove weeds from flowerbeds and mulch
- Remove flaking/peeling paint, wood rot and repaint or stain
- Inspect driveway, sidewalks and foundation for cracks
- Keep the roof and gutters free of debris
- Wash all windows and window wells
- Ensure all lights are working and bright



Interior

- Repaint in neutral colors that appeal to many styles
- Remove all clutter and personal photos
- Keep pets and their belongings out of sight
- Pair down on toys and keep them organized
- Create a warm, inviting space in each room

Finding a Buyer



04 Marketing



Once your home is ready to sell, the goal is to get it in front of as many buyers as possible. The best marketed homes have beautiful photos and compelling listing descriptions that draw in potential buyers.

Marketing

- We advertise across multiple channels
- We craft an enticing listing description
- Make a daily to-do list to keep things tidy
- Store all children and pet toys out of sight
- Try to be as flexible as possible
- Find a place for your pets during showings
- Don't miss an opportunity for your home to be seen

05 Listing

Your home is officially on the market - congratulations!

Your real estate agent will now use their connections to get the word out about your home to other agents and potential buyers.

A sign will be put in your front yard and all the marketing tools you discussed with be implemented.

Your online presence is one of the most important to a prospective buyer. Many people start their search here.

Having professional, well-lit photos will give you the upper edge of attracting your ideal buyer.



06 Showings

The most important thing to keep in mind while showing your home is flexibility.

Your real estate agent will set up private showings as well as an Open House to get as many potential buyers in your home as possible. Keep a daily to-do list so you're ready to leave at a moment's notice.

Make sure to find a place for your pets during showings. You want the potential buyer to be able to envision themselves living here and that can be difficult with a barking dog in the background.



Showing Checklist

...if you have ten minutes

- Make all beds
- Put all clutter in a laundry basket, then take with you in the car
- Empty all garbage cans and take out trash
- Wipe down all countertops and put all dishes in dishwasher
- Put out your nice towels
- Pick up all toys and personal items
- Turn on all lights

...if you have an hour

- Do everything on the ten minute list above
- Vacuum all carpet and rugs
- Sweep all hard surface floors, mop if you have time
- Wipe down major appliances
- Wipe down all glass and mirrored surfaces
- Put away all laundry
- Quickly dust highly visible surfaces
- Sweep all hard surface floors, mop if you have time
- Set out an air freshener or freshly baked cookies



Final Steps



07 Offers & Negotiations



Depending on your market you may receive multiple offers if your home is priced right. Your real estate agent will be your best advocate at this point. They will help you review each offer and decide which is best for you.

Be sure to disclose any current issues you know of with the home. You don't want any legal issues creeping up later.

Be prepared to negotiate. When you receive an offer you have a few choices. You can accept the offer as it is, make a counter-offer or reject the offer altogether.

It can sometimes take a couple of counter-offers back and forth before an agreement is made on both sides.

08 Under Contract



An offer doesn't become binding until both the buyer and seller agree to the terms and sign a contract.

At this point, several things still need to occur before closing. These include...home inspection, title search, property survey and a final walk-through by the buyer within 24 hours of the closing.

09 Final Details



This is a great time to get started packing. Make sure to keep current on insurances. Also be prepared as delays can happen.

10 Closing

Closing is the final step in your home selling process.

During the closing, the deed is delivered to the buyer, the title is transferred, financing documents and title insurance policies are exchanged, and the agreed-on costs are paid.

Some of the final documents are signed. Keep in mind what you may be required to pay at closing including agent commissions, loan fees, title insurance charges and recording filing fees.

Congratulations on selling your home!

Customer Testimonials



How do I put into words the amount of effort, professionalism and overall dedication Ashley Schaus displayed! It was an absolute pleasure to have Ashley represent my home and my family in our sale. I would most definitely recommend Ashley Schaus (Southern Porch Real Estate) time and time again! Ashley if you're reading this, THANK YOU so much!

Joe Wingmen



Ashley was wonderful to work with. She has great knowledge of Cumberland, Harnett, and Moore counties. She worked very hard to find homes that fit my very specific criteria and she did not disappoint. I was living out of state when I purchase my North Carolina home and her communication and responsiveness was amazing. She definitely simplified the process and got me in my new home exactly when I needed to be. I would highly recommend Ashley to anyone purchasing a home in this area. She is especially knowledgeable of the military PCS process.

Ashley Shepherd and Brandon Bragg



Working with Ashley was one of the best experiences I've ever had! I would recommend her a million times. Ashley answered every single one of my calls and questions. He was always on top of everything through the entire buying process.

Cristobal Vargas

Resources

INSPECTORS/CONTRACTORS

If you need more contractor recommendations, don't hesitate to reach out.

Atlas Inspections 910.606.3033

Window Gang 919.291.3746
(Chimney Sweep/Inspections/Dryer Vents)

Home Restoration 910.797.2274

Dowd Contracting 910.315.1894

Daniel Watkins 910.920.8374

NOTES

Real Estate Terms Cheat Sheet

Lender/ Mortgage Broker

The one to qualify your buyer based on their credit score and debt to income ratio. The one that will provide them with their maximum purchase price and estimated monthly payments.

Due Diligence

This is a non-refundable amount, agreed upon by you and the buyer(s). Think of DD as payment to you for taking the home off of the market while they go through their inspection process. This is due within 5 days of an executed contract.

Earnest Money Deposit

This is a possible refundable amount, agreed upon by you and the buyer(s). Think of EMD as your good faith money. Due at the time of an executed contract and made payable to the attorney's office. This can be refunded to the buyer up until the end of the Due Diligence Period.

Due Diligence Period

The period of time all parties have agreed upon. This period of time is available to the buyer to have inspections and negotiate possible repairs with the you.

Home Inspection

While this is optional, buyers typically elect to have a home inspection completed. The inspector will test and inspect every part of the home. Be sure to let your real estate agent know whether you would like someone present with the inspector.

Wood Destroying Insect Report (WDIR):

Also known as the termite inspection. A requirement for a VA and FHA loan, optional but recommended for other types of loans.

Septic Inspection

Septic tanks are used for waste water in areas where the municipal sewer has not been connected. You may be asked to have the tank pumped and inspected by the buyer.

Real Estate Terms Cheat Sheet

Well Water Test:

May be required for some types of loans. If in an area which may contain GenX, you may want to have a GenX test as well. For more on GenX, read about it [here](#).

There are other inspections they buyer may request to have in addition to these. Please see your Professional Services Disclosure document.

Appraisal

Required for all types of loans. We do not get to choose your appraiser. Only the lender can order it. Some lenders will wait until we have negotiated home inspection and WDIR repairs. Others will order it as soon as they can.

Settlement Date/ Closing Date

This is an agreed upon date by all parties. We all aim to meet this date, but with multiple people working on your file, this day could move. Do not schedule your moving truck unless we have Clear to Close from the buyer's lender.

Deed

The recording of the deed could be hours after the buyer signs their closing documents and the purchase is funded by the lender. If they close in the morning, they are more apt to receive their keys by close of business. If in the afternoon, expect recording to be completed the next morning.

Keys

They buyer will receive their keys once the deed has been recorded at the courthouse.

Commonly Used Contract Forms

Working with Real Estate Agents

A brochure that contains information on the various agency relationships between real estate agent and clients. Your agent will ask you to review and sign that you received. This document is not a contract, just a disclosure of information.

Buyer Agency Agreement

An agreement between you and your real estate agent. This agreement lays out their fiduciary responsibilities to you and your responsibilities when you work with them.

Professional Services Disclosure

A form used by agents to make suggestions for additional services such as inspections. You can accept or decline services using this form.

Offer to Purchase and Contract

A standard form used in the majority of all residential sales in the state. This form is approved jointly by the NC Bar Association and NC REALTORS® Association.

Additional Provisions Addendum

A standard form to add additional provisions to the Offer to Purchase and Contract such as an expiration of the offer, etc.

FHA/VA Financing Addendum

A standard form used to add additional provisions and requirements when an FHA or VA loan is used in a home purchase.

Commonly Used Contract Forms

Due Diligence Request and Agreement

A standard form to ask the seller for repairs to be made on the home during the due diligence period after inspections are complete. The seller will review and accept, decline, or offer modifications to the requests. This will be passed back and forth until the buyer and seller agree.

Agreement to Amend

A standard form used to make typical changes to things like closing dates, due diligence period dates, purchase price, etc. If the change is not standard and a form does not exist to make a change, our closing attorney will draft additional addendums.



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