



*Jen and Josh*  
SALT LAKE | PARK CITY



# *Sellers'* GUIDE

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AT YOUR  
SERVICE-  
ABOUT US



# Meet JEN AND JOSH

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REALTORS®  
ERC  
SRS  
PSA  
MRP  
EPRO

## Experience Matters

- Former career professionals in the Utah technology and medical fields
- 20+ years personally and professionally investing in Utah real estate
- Top performing agents
  - Over \$15M sold annually
  - REALTOR TOP 500
- Unbeatable work ethic and communication
- Highest quality service
- Results driven
- TWO full-time fiduciary REALTORS
- Certified Relocation Specialists (ERC)



# THE BROKERAGE

# MASTERS UTAH REAL ESTATE

## EXPERIENCE MATTERS, EXPECT THE BEST



### THE PROFESSIONAL DIFFERENCE

Masters Utah Real Estate is a leading Brokerage in Utah comprised of full-time fiduciary REALTORS with an average of more than 20 years experience. They are highly skilled, productive, and ethical professionals.

### EXCLUSIVE BOUTIQUE BROKERAGE WITH LOCAL KNOWLEDGE

Our brokerage is exclusive to Utah built on agent experience and knowledge poised to provide top notch representation and market exposure.

### BRAND NAME AND AWARENESS

The team at Masters Utah Real Estate has been providing dedication and professionalism to its clients since 2001. Founded by Susie Martindale, one of the most successful and experienced and Brokers in Utah.

### TECHNOLOGY | ONLINE MARKETING

Unbeatable technology, social engagement and web presence. Our brokerage and personal social networks are significant. Our online marketing exposure and syndication reaches 1000's of sites.

### CORPORATE RELOCATION

In the corporate world, Masters Utah Real Estate is an ERC certified corporate relocation provider. Jen and Josh are relocation experts and lead the brokerage in this area. We work with top Utah companies in an array of industries to support employee corporate relocations into and out of Utah.



# THE HOME SALE PROCESS

# *Listing* CONSULTATION

The listing consultation is not a one-time event but rather an ongoing dialogue that occurs throughout the home sale process. Our fiduciary responsibility is to understand your goals and priorities and manage the home sale accordingly. This strategy coupled with constant communication mitigates risk throughout the home sale process and ensures a timely and profitable sale.

Real estate is one of the largest investments most people will ever engage in. We will guide you through every step of the real estate process to ensure your investment is well taken care of.

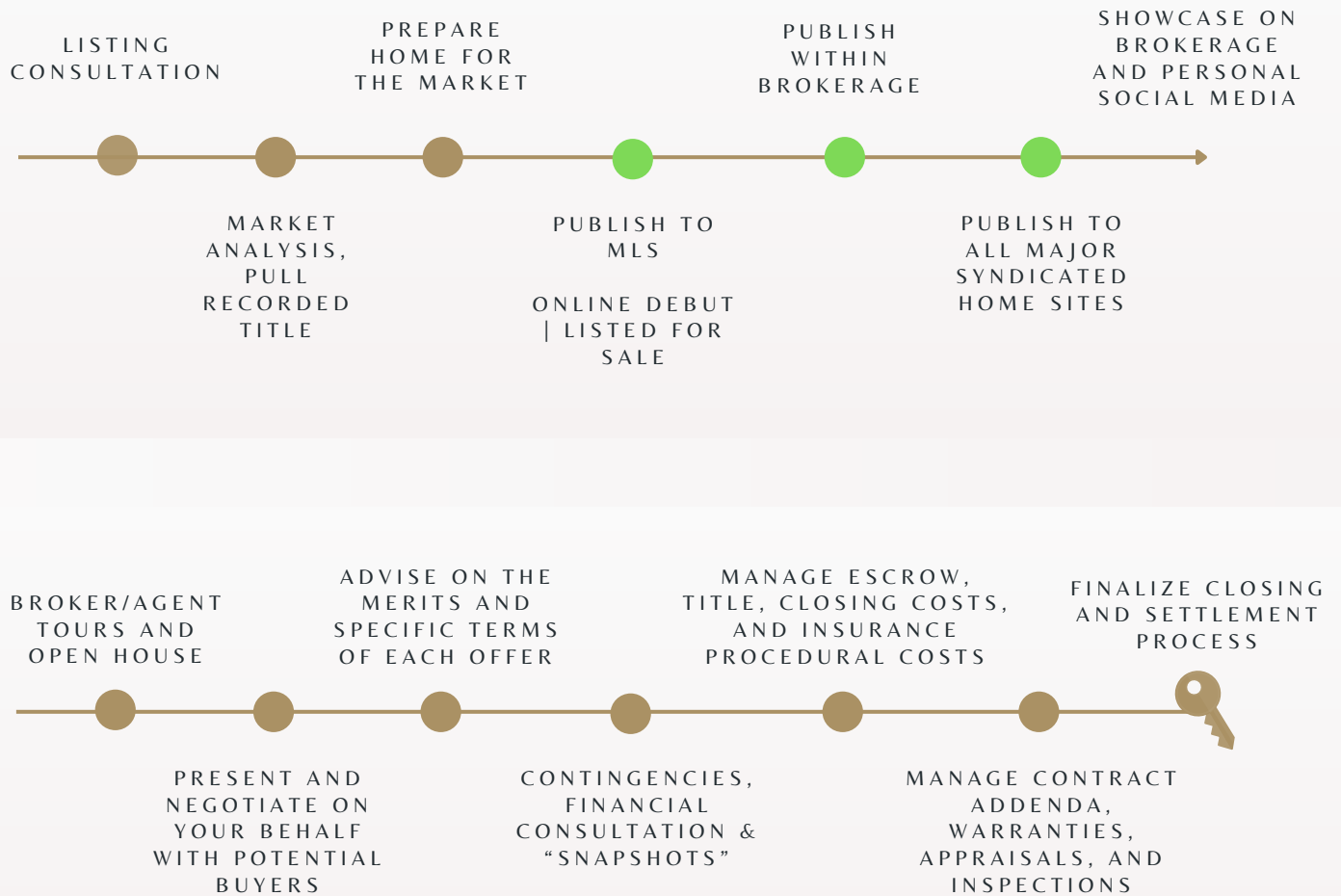
- CONTRACT TERMS
- CONTINGENCIES
- SELLER DISCLOSURES
- BUYER DUE DILIGENCE
- ESCROW
- INSPECTIONS AND APPRAISAL
- SETTLEMENT & CLOSING
- FUNDING AND RECORDING





# Step By Step

## HOME SALE PROCESS



ALL OCCUR WITHIN 24 HRS



PREPARE  
HOME FOR  
MARKET

# GETTING THE HOUSE *ready*

## SUMMARY

Buying or Selling property is one of the largest investments most people will ever make in life. When selling, timing and preparation is of utmost importance. We will guide you through every step of the home prep process to ensure your home is ready and your investment is well taken care of.

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Before you list your home, we'll want to make sure it is as marketable as possible. In addition to the routine home prep items such as decluttering and a deep clean, we may also want to consider making cosmetic changes or fixing any deferred maintenance repairs to ensure potential Buyers don't see an immediate to-do list. This includes fixing any wall or flooring marks, water damage, or foundational concerns.

We will work with you to identify and complete the highest rate of return updates.



# GETTING THE HOUSE *ready*

## SELLER LIST

Buyers want to fulfill a wish list, not a to-do list. When they see a bunch of fix-up projects when walking into your house, their hesitancy amplifies. Oftentimes it's not one big thing, but several little things that turn Buyers away.

We want to present Buyers with a complete package that is move-in ready and are happy to pay more for a house that has been taken care of, so show them that your home is in turn-key condition.

## A FEW PREP STEPS

- ☐ declutter
- ☐ deep clean
- ☐ deferred maintenance
- ☐ painting inside or out
- ☐ dust all lighting fixtures
- ☐ furniture removed/kept
- ☐ pets detectable smell
- ☐ smoke detectable smell
- ☐ condition of windows
- ☐ walls holes or cracks
- ☐ condition of doors/casing
- ☐ cupboards and countertops
- ☐ ceiling condition
- ☐ water stains
- ☐ mold/mildew
- ☐ exterior property repairs
- ☐ foundation concerns
- ☐ perimeter landscaping
- ☐ space and feel of each room
- ☐ depersonalize home/pics





# GETTING THE HOUSE *ready*

## DECLUTTER/CLEANING

Start decluttering as soon as possible to both prepare your home for sale and to prepare for your move. Decluttering ranked as one of the top home improvement recommendations in a recent NAR® survey, with 93% of agents advising Sellers to embrace the time to clear away excess belongings.

Consumer Reports estimate decluttering alone potentially returns a 3% to 5% higher asking price.

## DEEP CLEANING

Similar to decluttering, a deep clean adds marketability and value to your home. Look carefully at your window blinds and frames, floors and fixtures! Give your home that new house smell.



de•clut•ter” *remove unnecessary items from (an untidy or overcrowded place).*

# GETTING THE HOUSE *ready*

## INSPECTION

We'll advise on whether or not to consider having your home inspected before you list it. In doing this, you would learn if there are any major repairs needed and can address them before the house goes on the market. This also shows the Buyers and their agent that you have been proactive. It also minimizes surprises during the due diligence phase.



## EXAMPLES TO CONSIDER

- What year was your house built
- Assess condition of:
  - Plumbing and electrical
  - Furnace and filters
  - Water heater
  - Roof, gutters, soffit, fascia
  - Windows, doors and trim
- Any known water leaks, mold or mildew
- Do you have a water softener
- What condition is your foundation in
- Decks & Patios deferred maintenance



MARKETING  
YOUR HOME

# PROFESSIONAL ALL INCLUSIVE MARKETING *Reaching Buyers*





# PROFESSIONAL ALL INCLUSIVE MARKETING *Photography and Video*



UNDER  
CONTRACT  
CONTINGENCIES  
AND MILESTONES

# ABOUT *Contingencies*

In a real estate transaction, you will need to deal with contingencies. A contingency refers to a required condition of the Real Estate Purchase Contract to keep the sale moving forward. For example, if someone puts in an offer on a home yet lending conditions require them to first sell their existing home, this is known as a "Sale of Buyer's Property Contingency".

Passing these milestones is a typical part of the transaction and another value of having experienced representation like Jen and Josh on your side.



## COMMON *types*

SELLER DISCLOSURES  
BUYER DUE DILIGENCE  
INSPECTION CONTINGENCIES  
FINANCING & APPRAISAL  
SETTLEMENT / CLOSING

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THANK  
*You!*

  
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