



**FROM LISTED  
TO**

**Sold**

**A HOME SELLER'S GUIDE**

**AMANDA HAGEN**

principal broker

**MADAIRE** REALTY

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# ABOUT AMANDA



# nice to meet you



## AMANDA HAGEN

REALTOR®

As a real estate broker, my mission is to empower, educate, support, and facilitate the selling and/or purchasing of one of the largest investments in one's lifetime. I am here for my clients every step of the way and I take pride in building relationships with my clients and within my community. I am proud to serve Oregon's wine country and the Portland metro area.

A little about me personally:

I am a mother of four children. I love to cook, garden, hike, take photographs, and spend time with my family. I also love volunteering with animal rescue organizations and with hospice patients in the Portland area.

## LET'S CONNECT



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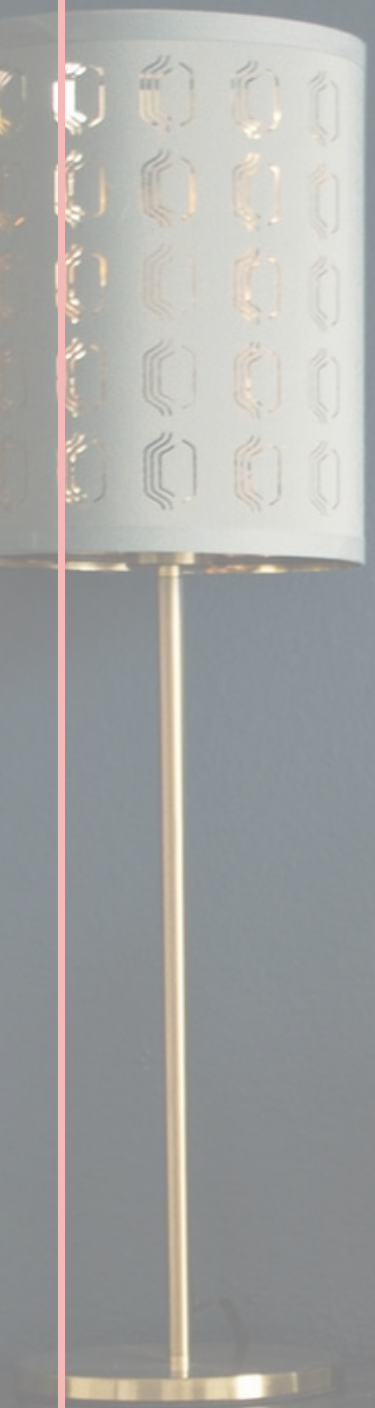


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# FACTORS



# DETERMINING FACTORS

## FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

### FACTOR 1 pricing

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

### FACTOR 2 how it shows

It is important to have your home ready for market on day one. I will help guide you in making sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Making sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

### FACTOR 3 marketing

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

#### PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients. Using our online programs to reverse target buyers is another tool I use to get your home sold.

#### MARKETING

The second you sign with me I go to work on marketing your home! SNEAK PEAK MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, and selling faster and for more money than the competition.

#### COMMUNICATION

I will actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with buyers agents after viewing the home, and calling weekly to discuss the progress from the previous week are just some of the practices my clients love and that I promise to do for you.

## the advantage of listing with me

#### BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their own searches online so it is important that your listing is ranked high and shown in its best light. Studies have shown that online buyers disregard homes with limited photos, low quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and giving the online shopper a wealth of information and quality photos/tours

#### PROFESSIONAL PHOTOGRAPHY, DRONE, VIRTUAL WALK THROUGH'S A MORE, PROVIDED

A photograph of a person's hands typing on a silver laptop keyboard. The laptop is open and sits on a light-colored wooden desk. In the background, a window with a white frame is visible, letting in bright, natural light. To the left of the laptop, a white mug is partially visible. In the foreground, a white pen lies on the desk. The overall atmosphere is clean, professional, and bright.

**BEFORE LISTING YOUR HOME**

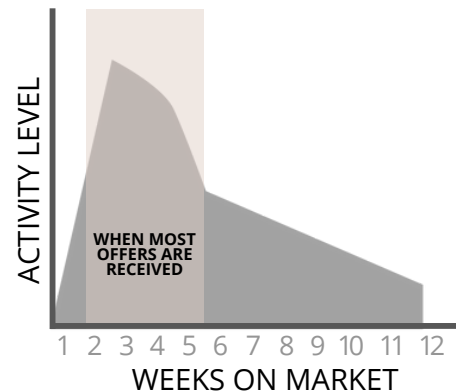
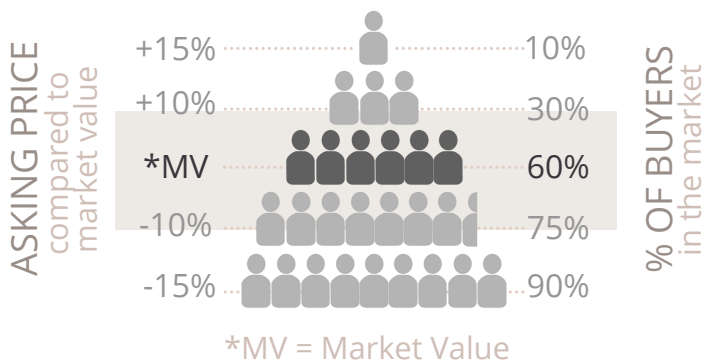
# listing strategy

## PRICING STRATEGY

Using a scientific market analysis in your area, we like to price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. This is due to the fact that the majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition in a location.



## PROFESSIONAL PHOTOGRAPHY & VIDEOGRAPHY DRONE, MATTERPORT & VIRTUAL WALKTHROUGHS

In today's market, home buyers are searching online first. So it is imperative that the photos, videos and other media of your home are of the very best quality to catch the buyers attention and stand out from the competition. More eyes on your home is the fastest way to getting it sold fast and for top dollar. I provide drone footage, virtual walkthroughs, and floorplans for all homes listed, all included in the package.

## AGENT MARKETING

Being part of a very large agent network, I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

## ADVERTISING & MARKETING

I know the importance of marketing a property and that is an area I heavily focus my budget on, attracting hundreds of buyers per month, and increasing brand awareness.

# preparing to list

## maximize your home's potential

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. Doing the points below will help them to do that.

01

### EXTERIOR

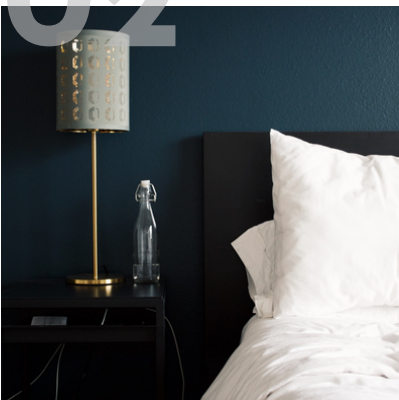
- Wash or paint the home's exterior
  - Paint the front door
  - Keep the yard nicely trimmed
  - Keep the lawn free of clutter
  - Weed freshly mulch garden beds
  - Clean interior and exterior windows
  - Apply fresh paint or stain to wooden fences



02

### INTERIOR

- Remove personal items, excessive decorations & furniture
  - Replace or clean carpets
  - Get rid of clutter and organize and clean closets
  - Give a fresh coat of paint to walls, trim and ceilings
  - Replace outdated ceiling fixtures, and clean lighting fixtures
  - Minimize and clean pet areas in the home
  - Be sure that all light bulbs are in working order



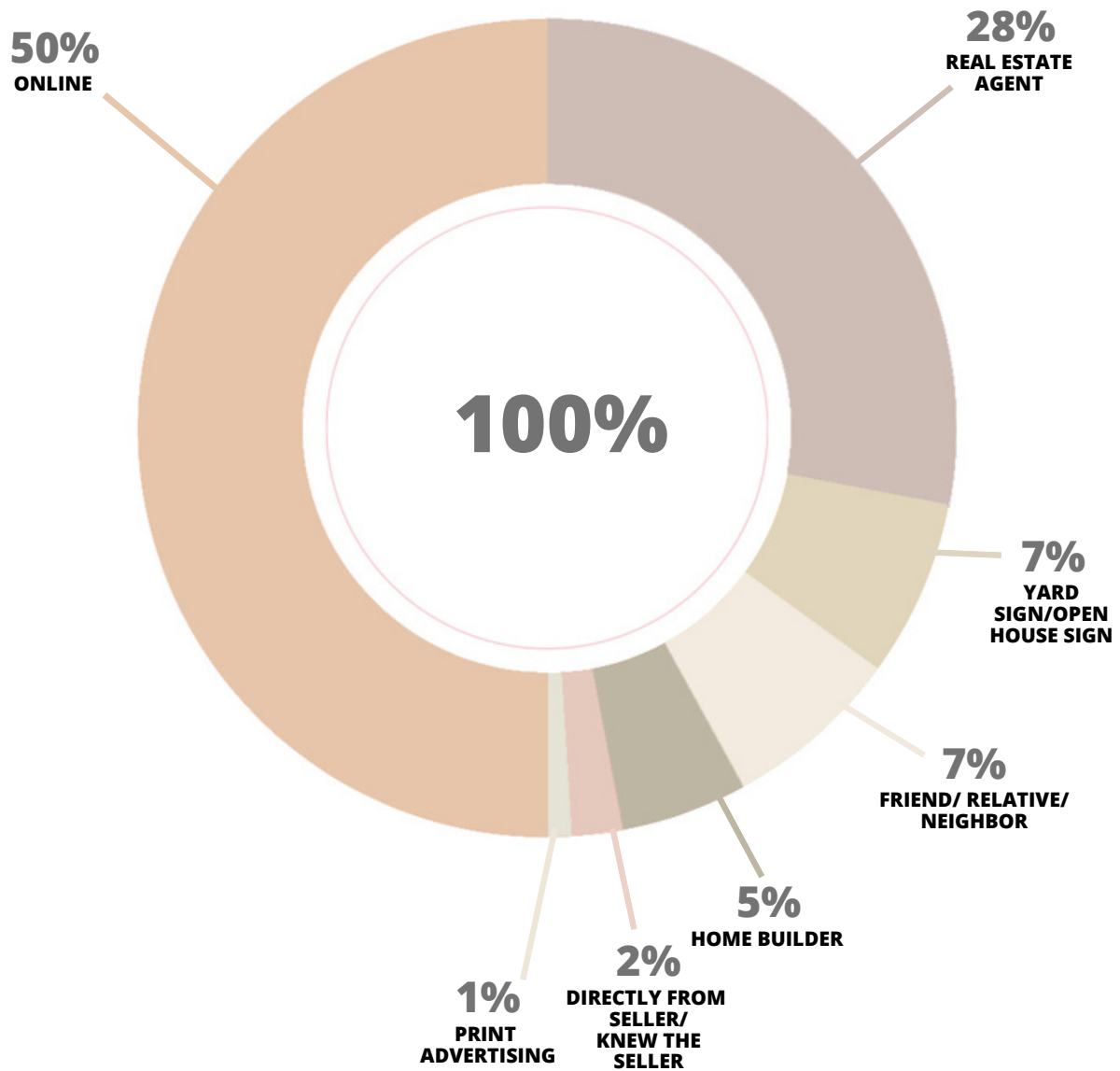
03

### FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint seriously helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO
  - If you can't paint the entire home, paint the trim. This is a relatively simple and provides plenty of pop
  - Update exterior light fixtures. This can quickly give a home an updated look
  - Put a fresh coat of paint on the front door



# WHERE DO BUYERS find their home





LISTING YOUR HOME



# robust marketing

## NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

## SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs at the appropriate times gaining you maximum exposure.

## SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, syndicated to literally hundreds of other listing sites, featured on our company website, and social media

## EMAIL MARKETING

E-alert marketing to current buyer database of thousands of buyers searching for properties on my website, as well as a new listing email alert that goes out to my agent network of thousands of agents in the area.

## PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home after looking at several listings.

## LOCK BOX

Lockboxes are essential for the safety of all and allowing an agent to show your house whenever he or she needs to, rather than relying on the you the owner for a key. Owners are also expected to vacate the property for showings so having a lockbox makes this process much easier.

## SHOWINGS

When we list your home it will also be signed up with a showing service that immediately communicates with me when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

## OPEN HOUSES

Open houses are a great way to gain exposure and bring in buyers who may not be actively working with any agent. Open Houses are marketed online to bring the most exposure.

## SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

# maximum exposure

 Zillow®

 trulia®

realtor.com®



 YouTube

and  
**more**

## GET FEATURED

I will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average 30 days faster!

# AFTER LISTING YOUR HOME



# showings

A few tips to help your home showings go as smoothly as possible

## FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

## INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

## DAILY CLEANING

Keep up and daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

## ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

## FURRY FRIENDS

Keep pet areas clean: Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder their ability to picture themselves living there.

## NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

## TRASH

Empty trash cans to avoid any odors. Try and empty trash cans nightly so that the home is fresh when you leave for the day.

## TEMPERATURE

Keep room temperature comfortable. This demonstrates to buyers that HVAC is working properly.

## PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

## VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



# offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter



## **CONTINGENCIES**

The fewer contingencies and the shorter the time period the better.



## **ALL CASH BUYER**

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about if the bank will approve the buyers loan.



## **PRE-APPROVAL**

Assures home sellers that the buyer can get the loan they need.



## **LOAN TYPE**

If your home is a type that can sell under all loan types, it's a great idea to allow not only conventional and cash, but also FHA, VA, etc.



## **CLOSING TIMELINE**

You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



## **CLOSING COSTS**

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



## **BUYER LETTER**

A buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.



## **REPAIR REQUESTS**

If the home needs some repairs, but you don't have the time or money to do them, a buyer who will do them for you might be what you need.



## **OFFER PRICE**

Of course price matters too! If a high offer will cost you more in closing costs, repairs or other factors—then it probably won't be the best offer.

# NEGOTIATIONS

## AFTER AN OFFER IS SUBMITTED

### WE CAN:

- **Accept the offer**

- **Decline the offer**

If the offer isn't close enough to meet your expectations and there is no need to further negotiate.

- **Counter-offer**

A counter-offer is when you offer different terms to the buyer.

### THE BUYER CAN THEN:

- **Accept the counter-offer**

- **Decline the counter-offer**

- **Counter the the offer**

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

### OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

**Now inspections, appraisals, or anything else built into your purchase agreement will take place.**

# home INSPECTIONS

## WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors, Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading, Drainage & All Stairs



## FAQ

### INSPECTION TIME FRAME

TYPICALLY 3-7 DAYS AFTER SIGNING  
CONTRACT.  
NEGOTIATIONS USUALLY HAPPEN WITHIN  
5 DAYS

### COSTS

NO COST TO THE SELLER. THE BUYER WILL  
CHOOSE AND PURCHASE THE INSPECTION  
PERFORMED BY THE INSPECTOR OF THEIR  
CHOICE.

### POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS ARE  
USUALLY ONE OF THE TOP REASONS A SALE  
DOES NOT CLOSE.

COMMON PROBLEMS COULD BE  
FOUNDATION, ELECTRICAL, PLUMBING,  
PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

**BUYER CAN ACCEPT AS IS**

**BUYER CAN OFFER TO RENEGOTIATE**

**BUYER CAN CANCEL CONTRACT**

# CONTRACT TO CLOSING



# CLOSING THE SALE

# what to expect

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.

## 1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of commission
- Sellers, if any there are any proceeds from the sale of the home

## 2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

## 3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at county courthouse
- Post-closing agreement, if seller will need to rent back home for specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

## YOUR COSTS

Seller's commonly pay:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

## WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- Funds for closing (title may have already requested this 1-2 days prior to closing)

## AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts



A modern living room interior featuring a light grey tufted sofa with patterned and orange throw pillows. A dark, low-profile coffee table holds a tray with candles and a plant. Large windows with patterned curtains offer a view of a balcony. The room has a high ceiling with a modern light fixture and a dark blue accent wall.

# FINAL STEPS

# FINAL steps FOR SELLERS



## CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



## CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



## CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



## TURN EVERYTHING OFF

Turn off all light switches and fans.



## DOCUMENT

Secure all closing documents as well as the contract and closing documents and keep them in a safe place.



## GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



## CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



## CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out garage. Schedule trash pick up prior to day of closing. Leave your home the way you would like to find it if you were the buyer.



## INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



## FLOORS

Vacuum and sweep floors one more time



## LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

# REVIEWS



Amanda provided expert Seller advice. She analyzed the neighborhood and market conditions arriving at the perfect listing price. Amanda shepherded the sale and closing keeping everything on track and on schedule. She was extremely responsive communicating key information quickly. Amanda was a joy to work with and I wholeheartedly recommend her services.

Amanda is incredible! She was with us 24/7 and she truly worked really hard. She will find answers for our questions if there was any doubt, guided us honestly and helped us through the maze of selling and buying.

Amanda was incredibly responsive, positive, and knowledgeable. My situation was both stressful and emotional given the circumstances, and Amanda made sure to check in on me on a professional and personal level. I've worked with many agents in the past and Amanda was by far my favorite!

Amanda was great through the whole process! We sold and bought at the same time which was a very stressful endeavor but she made it as simple and clean as possible and was very communicative. She responded right away to all questions and was there to support us through everything. Would highly recommend her and will use her again if we ever decide to move.

Amanda did a fantastic job for us! She helped us sell our home and found us a new home in the location we wanted. She always made herself available to answer all of our many questions. She is very knowledgeable, professional and easy to work with. I highly recommend her to anyone looking to buy or sell a home.

Went through a divorce so I had to list my home for sale. My ex-wife wanted to use Amanda for our sale. I agreed and was very happy with the work she did throughout the process - especially with communication and keeping us updated. She did a great job throughout the entire process!

Amanda was a huge help to us. From prompting us to get our house listed by identifying specifically what we needed to do to getting it sold, and ultimately helping us find our dream home. Her calm demeanor and steady negotiating skills kept us on track throughout the process. She is highly organized and a strong advocate - this made a normally stressful situation easier than expected. Her constant assurance that things would work out, became reality. We are so thankful and give her the highest recommendation. Thank you Amanda!!

A modern interior scene featuring a round wooden table with a white teapot, a book, and a potted plant. A large floor lamp with a silver shade is positioned behind the table. The background is a white wall with vertical wood paneling. The text "FROM LISTED TO sold" is overlaid on the image.

# FROM LISTED TO sold

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