

# *Seller's Guide*



**I HELP BUSY  
PROFESSIONALS  
AND GROWING  
FAMILIES UPGRADE  
THEIR HOME &  
LIFESTYLE WITH MY  
DREAM BIG METHOD.**

**ANDREA DELANCY**  
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**MOMENTUM**  
— REALTY —

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## About Me...

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When I started in real estate in 2004, I wasn't quite sure what to expect, or even what led me to choose that path. It wasn't part of my plan. I kind of stumbled into it at a point in my life where I needed a change.

I was 29 at the time. I was married to my first husband and my daughters were 6 and 12. Up to that point, I never thought of myself as having a career. When I was younger, I worked in the service industry as a waitress. Then, I got a job as a mail carrier at the postal service. Who doesn't want a cushy government job? I did that for about 5 years. I was good at it. But, I didn't enjoy it. I did get my associate's degree during that time. It took me 6 years, taking online or night classes while working a 60 hour a week job and raising 2 kids. It was a big accomplishment for me. I was the first person in my family to graduate with any college degree. I knew I was capable of so much more. I just didn't know what that was.

It was actually my Dad's idea to get into real estate. He tried talking me into it for years. I was finally at a place where I was ready to jump in and try it.

The market was hot at the time and I was eager to learn. There was definitely more to it than I ever thought. I was learning how to make cold calls, knock on doors, introduce myself to total strangers. Not at all what I imagined! I remember thinking, my Dad never mentioned any of this sh\*t! I had to overcome a lot of fears and self-doubt and go way outside my comfort zone. It was scary and thrilling all at the same time. And, it was the first time in my life I felt like I was working at my full potential.

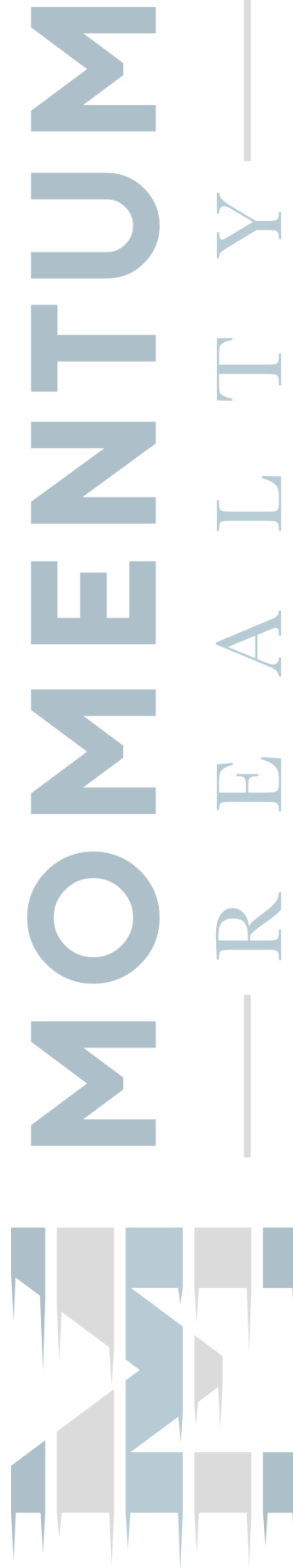


I was working 40–50 hours a week at the office, and then I'd work more from home after the kids went to bed. It took a lot of faith and trust in myself and in everything I was learning to keep pushing to get to where I wanted to be. They tell you it can take 5–6 months to see any results when you're starting out. I questioned my decision a lot in those first few months. There were plenty of days I wanted to quit. But, I hung in there. And it taught me a lot about myself and what I was capable of.

It took me 167 days to get my first sale.

When I finally made it to my first closing, there was an incredible sense of purpose from knowing I helped someone buy a new home. Your home is a reflection of who you are, your personality, and what's important to you. It's the setting for your own story and where you will make the most cherished memories. It can also be one of the best tools for building long-term wealth. Everyone deserves the chance to have a home that lets them live their best life. I am so grateful I get to be part of that.

By the time you get to closing, you've usually spent months getting to know the people you're working with. You've seen and walked them through all the highs and lows that come with the buying or selling process. And, you've experienced that roller coaster of emotions yourself right along with them. Seeing the pure moment of joy as they get the keys to their new home or sellers see how well the investment in their home has paid off, is priceless. I finally felt like I was right where I was supposed to be.



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# 17+

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A Jacksonville area resident for 30 years with over 17 years of experience in the NE Florida real estate market in both general real estate and new construction home sales.

My business is not about **selling homes**, it's about **building relationships**.

My track record of stellar reviews speak for my ability to create a relationship with sellers that allows for not only **maximum sales price** on your home, but a concierge-level process from **start to finish**.



ONLY 5 STAR REVIEWS

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**Certified Negotiation Expert**

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# 55 days

Fewer days on the market

Our listings sell 55 days faster than average...

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And for 3.6% MORE

# 3.6%

Higher sales price

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## SELLER TESTIMONIALS

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“ WE HAVE USED ANDREA FOR 3 HOMES NOW. FIVE YEARS AGO, WHEN WE MOVED TO A NEW AREA, WE HAD A WEEK TO FIND AND BUY A HOUSE AND ANDREA HUSTLED TO FIND US A GREAT ONE WE LOVED. WE CONTACTED HER AGAIN RECENTLY BECAUSE WE WANTED TO RELOCATE TO A BIGGER HOME, NOW IN A VERY COMPETITIVE MARKET. SHE GUIDED US THROUGH SELLING OUR HOUSE AND GOT US WELL OVER WHAT WE HOPED FOR AND OVER ASKING PRICE WITH MULTIPLE OFFERS. SHE WAS RESPONSIVE AND HONEST IN HER FEEDBACK WHEN IT CAME TO PREPPING THE HOUSE, STAGING, AND THEN GUIDING US AS FAR AS WEIGHING THE PROS AND CONS OF VARIOUS OFFERS. YOU REALLY WON'T FIND SOMEONE ELSE WHO WILL WORK AS HARD FOR YOU AS SHE WILL, BOTH AS A BUYER OR A SELLER. HIGHLY RECOMMEND!

**JAKE AND KRISTEN, BOUGHT AND SOLD A HOME  
IN 2021 - INTRACOASTAL**

“ WE ARE SO GRATEFUL TO HAVE HAD ANDREA AT OUR SIDE DURING BOTH THE SALE OF OUR PREVIOUS HOME AND THE PURCHASE OF OUR NEW ONE. SHE WAS THERE EVERY STEP OF THE WAY WITH HELPFUL GUIDANCE AND WAS INSTRUMENTAL TO MOVING THE PROCESS ALONG QUICKLY AND EFFICIENTLY. ANDREA'S PROFESSIONAL, THOUGHTFUL, AND POSITIVE ATTITUDE MADE IT SO THAT THE HARDEST PART OF BUYING AND SELLING WAS ACTUALLY MOVING. WE HIGHLY RECOMMEND HER FOR YOUR NEXT HOME SALE OR PURCHASE.

**MARC AND SHANNON, BOUGHT AND SOLD A  
HOME IN 2020 - MANDARIN**

“ .MY WIFE & I HAD PREVIOUSLY BOUGHT A HOME WITH ANDREA IN 2015. WHEN IT CAME TIME TO SELL. CALLING ANDREA WAS A NO BRAINER. SELLING A HOME IS STRESSFUL ENOUGH. BUT, ANDREA IS ABOUT AS GOOD AS IT GETS. SHE CARRIES THE LOAD IN NAVIGATING ALL THAT BUYING & SELLING A HOME ENTAILS. SHE IS EXTREMELY KNOWLEDGEABLE. IS VERY IN TUNE WITH THE MARKET. ALWAYS AVAILABLE TO ANSWER ANY QUESTIONS NO MATTER HOW SMALL. SHE EVEN WENT AS FAR AS TO HELP US FIND & FINANCE A HOME THAT IS NOT IN HER MARKET. SHE ALWAYS GOES ABOVE & BEYOND. I HIGHLY RECOMMEND ANDREA TO ANYONE LOOKING TO BUY OR SELL A HOME. ALWAYS A PLEASURE TO DO BUSINESS WITH!

**DAN AND RACHEL, SOLD A HOME IN 2021 -  
OAKLEAF PLANTATION**

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# Top 10

SELLER CONCERNS

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Buyer Qualification

Advertising

Multiple Listing Service

Pricing

Broker Service Fees

Negotiations

Showing Procedures

Open Houses

Closing costs

Security

IN ORDER FOR US TO MARKET YOUR PROPERTY  
EFFECTIVELY, WE NEED TO HAVE AS MANY OF  
THE FOLLOWING ITEMS AS POSSIBLE:

- |   |   |
|---|---|
| - SURVEY  | - FLOOR PLAN INFORMATION                  |
| - TITLE INSURANCE POLICY                        | - MOST RECENT APPRAISAL                   |
| - COPY OF COVENANTS AND<br>RESTRICTIONS, IF ANY | - SPARE KEY TO PROPERTY                   |
| - HOMEOWNERS ASSOCIATION<br>INFORMATION, IF ANY | - SECURITY SYSTEM ACCESS<br>CODES         |
| - SELLER PROPERTY DISCLOSURE                    | - COPIES OF ANY<br>WARRANTIES/INVOICES    |
| - HOMEOWNERS ASSOCIATION<br>DISCLOSURE          | - LANDSCAPING OR UTILITIES<br>INFORMATION |
| - CURRENT MORTGAGE BALANCE                      | - AVERAGE MONTHLY UTILITY<br>EXPENSES     |
| - TERMITE BOND INFORMATION                      |   |



# *The Home Seller's Checklist: Ready to Sell Your Home?*

Deciding whether or not to sell your home is one of the biggest decisions you'll ever make.

While it seems like a complicated process, it doesn't have to be.

This checklist is designed to help you navigate your way through the selling process with ease. The goal is to get you the most for your home in the shortest amount of time.

Here are the pieces:

Getting Started  
Researching the Market  
Preparing for a Sale  
Negotiating Offers  
Under Contract  
The Final Stages



# *Getting Started*

## Step 1: Find a Real Estate Agent

- Interview several agents to see if their personality and expertise matches your needs and wants.
- Great real estate agents have local market knowledge, are familiar with terms of the purchase agreement and amendments, have great reviews and testimonials, are strong negotiators, and have financial knowledge.
- Avoid "hobby agents" - find an experienced agent who works full time!
- Great agents are punctual and communicative. Did your agent show up on time & prepared? Do they communicate in a way that you understand and that you feel comfortable with?
- Does your agent have network connections? Great agents work with other agents, title companies, attorney's and various vendors on a regular basis.
- Ask about their marketing processes: How are they marketing other properties? Are they utilizing social media? Do they have a marketing plan for their listings?
- Create a list of 10 things you LOVE about your home, and share this with your agent.

## Step 2: Plan Your Timeline

- Determine when would be the best time to put your house on the market with your agent.
- Are you trying to coordinate the purchase of another home with the sale?
- Does the local market have certain times of the year that will yield better results for your specific property or price point?
- Have an idea of where you'd like to move before you put your home on the market.



# Researching the Market

## Step 3: Walkthrough

- Walkthrough your home with your agent.
- Show them the 10 things you love about your home.
- Make a list of any recent improvements or upgrades you've made.
- Ask your agent for advice on repairs, upgrades, and staging. If you are unsure, ask your agent if a general pre-inspection should be scheduled before the sale.

## Step 4: Determine the Listing Price & Marketing Plan

- Work with your real estate agent to determine the best listing price – every home is different!
- If you overprice a property, it could potentially hurt your chances of getting top dollar for your home.
- Review a comparative market analysis with your agent, which determines price point based on the sale price of similar homes in your neighborhood.

*DID YOU KNOW...?* The listing price of your home is based on many factors. This includes the lot size, the square footage, location, home's condition, the year the home was built, and many others.



# *Preparing For A Sale*

## Step 5: Prepare Your House for Viewing

- Clean & declutter
- While we love the memories that your home represents, we suggest hiding anything that might be considered "clutter".
- Try to keep decorations as neutral as possible – we want potential buyers to be able to imagine themselves in this space.
- Deep clean forgotten places (base boards, light switches, etc.) OR hire a cleaning crew – a few hundred dollars on cleaners can help get you thousands in the sale.
- Improve curb appeal and maintain landscaping. Hide eyesores like trash cans or compost bins.
- Discuss with your agent if professional staging may be right for your home.

## Step 6: Market Your Home

- Discuss your agent's marketing plan to create the best strategy for your unique home.
- Have your agent schedule high-quality real estate photography for your home. Professional photography can get you thousands more in a sale!
- Schedule a time with your agent to do the pre-listing marketing they need – video walkthroughs, social media blasts, etc.

## Step 7: Showing Your Home

- Decide on showing instruction for your home. How will agents request showings and how much notice will you need? Are there pets in the home to be considered?
- Discuss whether or not your agent will hold open houses or broker open houses.
- Store important financial documents and valuables in a safe place away from the public eye.
- Ask your agent how you will receive feedback from showings.

# Negotiating Offers

## Step 8: Negotiate Purchase Offers

- Discuss the offers with your real estate agent.
- Prepare for multiple offers.
- *PRO TIP:* Don't get hung up on only the offer price! There are many terms within an offer that should be taken into consideration.
- Your agent will help you negotiate the terms that best fit your goals.

## Step 9: Sign a Purchase Sale Agreement

- After selecting the strongest offer, sign the purchase agreement and any additional paperwork such as applicable amendments and disclosures.
- Once all parties have signed all documents, you are officially under contract.

# Under Contract

## Step 10: Collect Escrow and Begin Title Work

- The buyers will put down a good faith deposit to hold the home while going through all the other steps of the process. That money will be held in escrow until closing.
- Discuss the timeline of the transaction with your agent based on the accepted offer.
- It can take anywhere from 30-60 days to go from contract to closing.



## Step 11: Buyer's Due Diligence Period

- Be prepared to allow the buyer reasonable access to your home and property for them to conduct inspections.
- After the home inspection, do not be alarmed if the buyer wants to schedule specialists like electricians or plumbers to come in and inspect the home.
- If the buyer submits a request for repairs, work with your agent to negotiate a solution between both parties.
- If any reports were required in the accepted offer (ex: a termite report, receipts for recent work done), provide the buyer with them.

## Step 12: Bank Ordered Appraisal

- The buyer's lender will conduct an appraisal to verify that the market value of the home supports the contract price.

## Step 13: The Home Stretch

- Once the buyer has lifted contingencies and their deposit is locked in, complete any requested repairs before closing.
- Expect the buyer to schedule a final walk-through, where they will verify that the condition of the property is the same as when they made the offer.
- This also allows the buyer to ensure that any agreed upon repairs have been completed.

# *The Final Stages*

## Step 14: Closing a Deal

- Both parties will pay any settlement fees and documents are recorded. Titles are officially transferred to the new owners.

## Step 15: CELEBRATE! Congratulations! You sold your home!



### *Have any questions?*

Selling a home can be overwhelming and stressful, but I'm here to help! I strive to make the process as easy as possible and guide you through the transaction from start to finish. Are you ready to take the first steps?

*Let's chat!*



CLICK HERE TO  
**START CHAT IN FB  
MESSENGER**



CLICK HERE TO  
**BOOK A CALL  
WITH ME**



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**MOMENTUM**  
— R E A L T Y —