



SELLER'S GUIDE



Unlock the true potential of your home with exclusive insights and tailored strategies designed to transform your listing and captivate the market. Dive into this personalized guide, crafted just for you, and discover the path to a successful sale.



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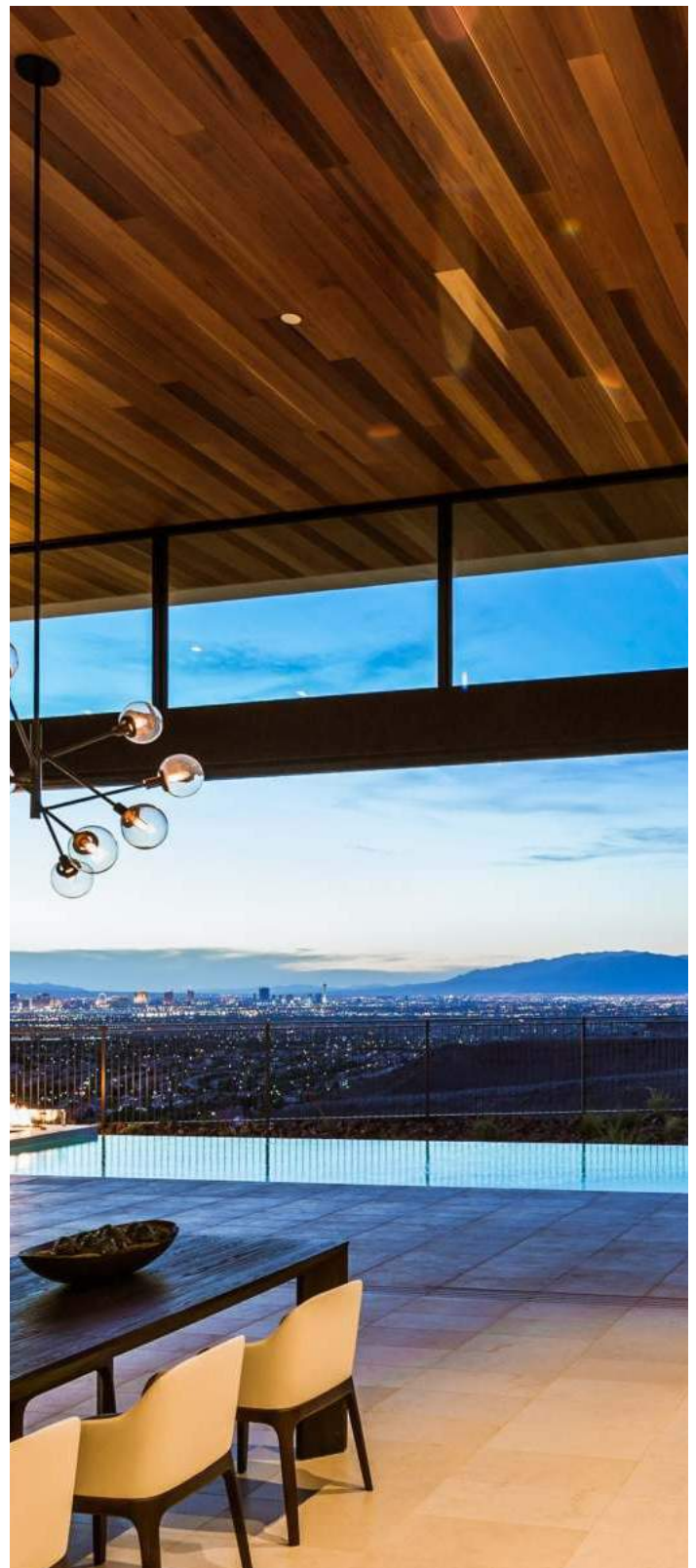






TABLE OF CONTENTS

WELCOME TO A NEW CHAPTER	03
TAILORED STRATEGIES FOR YOUR MOVE	04
ACTIVE & TARGETED MARKETING PLAN	05
STRATEGIC PRICING IN TODAY'S MARKET	06
NEXT STEPS: LET'S GET YOUR HOME SOLD	07
MEET JENNIFER	08
AFTER LISTING YOUR HOME	09
CONTRACT TO CLOSING	13
FINAL STEPS FOR SELLERS	18
TESTIMONIALS	19
WHAT TO EXPECT FROM JENNIFER	20
UTILITY COMPANIES	21
NAR SETTLEMENT FAQS	22



Welcome

to a New Chapter

Welcome to the beginning of an exciting journey toward selling your home. I'm thrilled about the opportunity to partner with you on this endeavor. My commitment is to guide you through the selling process, ensuring that you achieve the best possible price for your property, within your desired timeframe, and with minimal hassle. Your peace of mind is my top priority.



Jennifer Stuart

 **SIMPLY VEGAS**
REAL ESTATE MADE SIMPLE™



MARKETING PLAN

Active & Targeted Marketing Plan

Unlike the *passive strategies* used by other agents, I adopt an **active and aggressive** approach to selling your home. This means not just listing your property but *actively* promoting it to ensure it reaches the right buyers.

Through direct outreach to top agents and leveraging unmatched online exposure, I ensure your home stands out in the marketplace. Professional photography and compelling property descriptions will capture the essence of your home, making a lasting first impression.

In this dynamic real estate market, standing out as an agent requires not just commitment, but a proactive and innovative approach to connecting buyers with sellers. This is where I distinguish myself from the rest.



Every week I am dedicatedly engaging with 20 to 30 individuals daily who are looking to buy or sell real estate. Utilizing advanced targeting applications like Rebo Gateway, I delve into finding potential buyers with precision.

Upon securing a listing, my strategy extends into the community itself. I personally reach out to up to 200 of your closest neighbors, leveraging the often-untapped network of friends, family, and coworkers eager to join the community. But it doesn't stop there; I also implement direct mail campaigns and even take to door-knocking to spread the word.

In today's digital age, I enhance property visibility with targeted ad campaigns on popular social platforms like Facebook and Instagram. This multifaceted approach ensures maximum exposure for your property, embodying the dedication and thoroughness you would expect from your real estate agent.

MARKET ANALYSIS & PRICING

Strategic Pricing in Today's Market



As a real estate expert, I dedicate each day to studying the fluctuations and trends of our market. My primary goal is to provide you with clear, actionable information that helps you grasp the current state of the market. This understanding is crucial as we collaborate to determine a competitive price for your home, a price that not only garners attention but also facilitates a sale.

An effective pricing strategy is essential in attracting serious buyers, especially when considering that buyers often compare various properties. They're looking at other homes in the area, weighing their options based on features, conditions, and, most importantly, price. It's important to remember that the average buyer will explore 15–20 homes before making a decision.

By analyzing how your home compares to active listings and recent sales nearby, we can position it in a way that not only stands out but also aligns with market expectations. This approach ensures that when buyers are comparing, your home is the one that resonates with them, leading to a successful sale.

Together, we can navigate the market strategically, aiming for a sale that meets your goals and timelines.



NEXT STEPS

Let's Get Your Home Sold

Now that we've explored our marketing strategy, analyzed the market, and discussed pricing, we're on the brink of an exciting phase: putting our plans into action.

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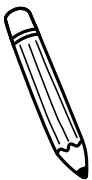
What's next? It's time to solidify our partnership and get your home on the market. Here are our immediate steps:

- Finalize our agreed-upon pricing strategy.
- Officially sign the listing agreement.
- Kickstart our comprehensive marketing plan.



Let's embark on this journey together and turn your home selling goals into reality.

NOTES



Meet Your *Agent*



Embark on your real estate journey with a seasoned expert who's been shaping the Las Vegas property landscape for over 21 years. As a Las Vegas native, I, Jennifer Stuart, bring a rich tapestry of local knowledge and insider insights that transform ordinary property transactions into empowering experiences.

In a city as vibrant and diverse as Las Vegas, trust and transparency aren't just ideals—they are essential. That's why I commit to crystal-clear communication and steadfast honesty in every deal. My approach is simple: I do exactly what I promise, ensuring a seamless and straightforward process for every client.

But it's not just about making transactions smooth. I'm devoted to keeping my finger on the pulse of the market, studying daily trends and shifts to ensure you're always ahead of the curve. My mission is to arm you with knowledge, enabling you to understand the market's current dynamics deeply. This insight allows you to make informed, confident decisions whether you're buying your dream home or selling a cherished property.

With Jennifer Stuart and Simply Vegas Real Estate, get ready to discover new possibilities and make informed choices in your real estate ventures. Let's make your real estate dreams a reality with unmatched expertise and a passion for excellence.



702.265.4498



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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 with 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 potential buyers ability to picture themselves living in your home.



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 to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

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

PERSONALS

Make sure you place all valuables and prescriptions out of sight 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

Things to consider when choosing an offer



- **CONTINGENCIES**

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

- **ALL CASH BUYER**

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

- **PRE- APPROVAL**

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

- **LOAN TYPE**

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.

- **CLOSING TIMELINE**

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the 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.

- **REPAIR REQUESTS**

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to 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 better



NEGOTIATIONS

After an offer is submitted

The Seller Could

Accept the offer

Seller agrees to all terms and conditions of your offer, leading to a binding contract to proceed with the sale.

Reject the offer

Seller decides not to accept your offer and may choose to reject it outright without any counteroffer.

Let the offer expire

Seller does not respond by deadline specified in offer, effectively rejecting it without formal communication.

Accept another offer

Seller receives multiple offers and decides to accept a different one that they find more favorable.

Counter the offer

Seller proposes changes to your original offer regarding price, contingencies, closing date, or other terms, initiating a negotiation process.

The Buyer can then...

Accept counter offer

Decline counter offer

Counter the counter offer



Congratulations!
We did it!

This stops the negotiation process

The negotiation process continues, and several outcomes are possible: Acceptance, further countering, rejection or expiration

Each step in this process requires careful consideration and timely responses to keep the potential transaction moving forward.

CONTRACT TO CLOSING



HOME INSPECTIONS WHAT'S 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



FAQ

INSPECTION TIMEFRAME

Typically 10 to 14 days after signing the contract. Negotiations usually happen within five days.

COSTS

No cost to 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

Foundation, electrical, plumbing, pests, structural, mold or radon.



NEGOTIATING REPAIRS AND CREDITS

When selling a home, after the inspection, you as the seller may face a couple of options for addressing any issues discovered: you can either agree to make the necessary repairs before closing, or negotiate with the buyer to offer a credit in lieu of repairs.



Agreeing to Make Repairs Prior to Closing:

This is a straightforward approach where you, as the seller, agree to fix any necessary issues before finalizing the sale. This can reassure the buyer that the property is in good condition upon transfer. Here are some considerations:

- **Verification:** Ensure that all agreed-upon repairs are completed to a satisfactory standard. This might require re-inspection by the original inspector or by a specialist to confirm that everything has been fixed according to the agreement.
- **Negotiating Leverage:** In a seller's market, you might be less inclined to undertake significant repairs since demand favors you. In a buyer's market, you may need to be more accommodating to secure a sale.
- **Type of Repairs:** It's typical for buyers to request that sellers handle structural, safety, or legally required repairs. Deciding whether to agree to these requests often depends on market conditions and the severity of the issues.

Credit in Lieu of Repairs:

As a seller, you can offer a credit towards the purchase price or closing costs instead of conducting repairs. This approach benefits both parties in several ways:

- **Flexibility for the Buyer:** A credit lets the buyer choose their contractors and manage the repairs, appealing to those who prefer personal oversight.
- **Speed of Transaction:** By offering a credit, you avoid delays associated with repairing, speeding up the closing process.
- **Simplicity in Negotiations:** Providing a monetary credit simplifies negotiations by focusing on financial compensation rather than the specifics of repairs.
- **Financial Considerations:** Ensure the credit reflects a realistic cost of repairs based on reliable contractor quotes, making negotiations transparent and straightforward.

Whether choosing repairs or offering a credit, base your negotiations on the home's value, repair costs, and your urgency to close. Your realtor can guide you, tailoring advice to market conditions and your property's specifics.

WHAT HAPPENS DURING THE APPRAISAL?

When you order an appraisal, a licensed appraiser assesses the property to determine its current market value. This evaluation is crucial for the lender to ensure the amount of money they are lending does not exceed the property's worth.

The appraiser examines the home's condition, location, and compares it with similar properties recently sold in the area to establish a fair market value.

The appraisal can impact the final loan approval: if the appraisal comes in lower than the purchase price, it may require renegotiating the sale price with the seller or the buyer needing to make up the difference in cash.



WHAT HAPPENS DURING A PROPERTY TITLE SEARCH?

During a property title search, a title company investigates public records to ensure the property's title is clear of any legal encumbrances or issues that could affect the transfer of ownership.

This process involves examining deeds, court records, property and name indexes, and other documents to identify any liens, easements, or covenants that might restrict the use of the property or create financial liabilities.

The search aims to confirm the seller has a legitimate, saleable interest in the property, free of disputes or undisclosed heirs that could challenge the buyer's rights. If any issues are discovered, they must be resolved before the closing can proceed. A clean title search reassures the buyer and the lender that the property can be transferred without legal complications.

THE ESCROW PROCESS

The escrow process is a critical phase in a real estate transaction, acting as a neutral third party to ensure that all conditions are met before the property and money exchange hands. Here are some of the key steps involved in escrow

KEY STEPS OF ESCROW

- **Opening Escrow:** Once the buyer and seller have agreed on the terms, an escrow account is opened. The buyer's earnest money deposit is placed into this account.
- **Deposit of Funds:** Along with the initial deposit, additional funds required for down payment and closing costs are deposited into the escrow account as the closing date approaches.
- **Title Search and Insurance:** A title company conducts a search to ensure there are no liens, disputes, or legal hurdles associated with the property. Title insurance is often purchased to protect the buyer and lender from future claims.
- **Inspections and Appraisals:** The property undergoes various inspections as required by the buyer, lender, or local laws. An appraisal is also conducted to determine the property's market value.
- **Mortgage Final Approval:** During escrow, the buyer's financing needs to be finalized and approved. This involves verifying financial information and final credit checks.
- **Review and Signing of Documents:** Both parties review and sign various documents, including the deed, loan documents, and other transaction-related paperwork. This typically occurs at a closing meeting.
- **Closing Costs and Adjustments:** Final closing costs are paid, and adjustments are made for items prepaid by the seller, such as property taxes and homeowner association fees.
- **Final Walk-Through:** Just before closing, the buyer typically does a final walk-through of the property to ensure no changes have occurred and that all agreed-upon repairs have been made.
- **Closing:** Once all conditions are met, the escrow officer ensures that all necessary paperwork is signed and recorded with the local county, funds are transferred from the escrow account to the seller, and the keys are handed over to the buyer.
- **Disbursement of Funds:** After closing, the escrow officer disburses funds to the seller, real estate agents, lenders, and others who performed services during the transaction.

FINAL STEPS

For sellers

- **Clear Out Personal Items:**

Completely move out all your personal belongings. Check all drawers, cabinets, and closets to ensure nothing is left behind.

- **Gather Home Paperwork:**

Organize a packet containing all manuals, receipts, and warranties for various appliances and features of the home.

- **Secure Important Documents:**

Safely store all closing documents and the contract. Keep them in a secure location for future reference.

- **Change Address:**

Notify all necessary parties of your new address. Submit a change of address form to the post office to ensure you receive all your mail without interruption.

- **Cancel Policies:**

Contact your insurance agent to cancel any existing home insurance policies once the title transfer is complete, and arrange for a refund of any prepaid premiums.

- **Close Accounts:**

Cancel and close all utility accounts. Keep a list of phone numbers for each utility company for easy reference.

- **Clean the Property:**

Thoroughly clean the home including the cabinets, refrigerator, and other appliances. Don't forget to clean out the garage and schedule trash pickup prior to closing day.

- **Final Touches on the Property:**

Vacuum and sweep the floors one last time. Ensure the home is tidy and presentable.

- **Incidentals:**

Leave all house keys, remote controls, gate and pool keys, and mailbox keys in a designated drawer in the kitchen for the new owners.

- **Turn Everything Off:**

Make sure all valves to sinks, toilets, appliances, and the water heater are turned off. Turn off all light switches and fans.

- **Lock Up:**

Close all blinds, lock all windows and doors to secure the property.



TESTIMONIALS FROM REAL CLIENTS



We had the pleasure of working with Jennifer to buy our home, and we couldn't be happier with the experience.

From the moment we met Jennifer, she impressed us with her professionalism, expertise, and genuine dedication to helping us find the perfect home. She took the time to understand our needs and preferences, and she was always available to answer any questions or concerns we had throughout the process!



“

Best agent in town no doubt. Me and my girlfriend just got our first condo and Jennifer made the process so easy and painless, was very honest and easy to reach when we had questions on a random time in the day. I highly recommend Jennifer to anyone looking around for their home.



”

I had a very particular vision in mind when searching for our first home. Jennifer took the time to listen to all of our very specific input. She even built off of my research and found info I hadn't to make my search even more efficient. If you are looking for a historical home having someone on your side who understands the appeal and knows what to look for is so important and Jennifer completely shared our love for old Vegas. Always positive while staying efficient,



WHAT TO EXPECT

ACTING IN YOUR BEST INTEREST

HONESTY & TRANSPARENCY

TIMELY & REACHABLE

INTEGRITY & RESPECT



UTILITY COMPANIES

Jennifer wants to make it easier for her clients to connect and disconnect their utilities in Henderson, Las Vegas and North Las Vegas, NV. Below is a list of all the major utility companies in the Las Vegas Valley.



NV Energy

P.O. Box 30150
Las Vegas, Nevada 89520
(702) 402-1000

Century Link

2340 E Tropicana Ave
Las Vegas, NV 89119
(702) 244-8005

Southwest Gas Corporation

P.O. Box 98512
Las Vegas, Nevada 89193
(877) 860-6020

North Las Vegas Water District

2829 Fort Sumter Drive
North Las Vegas, Nevada 89030
(702) 633-1484

Las Vegas Valley Water District

1001 South Valley View Boulevard.
Las Vegas, Nevada 89153
(702) 870-4194

Republic Services Of Southern Nevada

770 East Sahara Avenue, Suite 400
Las Vegas, Nevada 89104
(702) 735-5151

City of Henderson Water District

240 Water Street
Henderson, Nevada 89015
(702) 383-4000

Cox Communications – Las Vegas

750 North Ranch Drive
Las Vegas, Nevada 89106-4309
(702) 933-9849

Department of Motor Vehicles

2701 East Sahara Avenue
Las Vegas, Nevada 89104
(702) 486-4960

Clark County Water Reclamation

5857 East Flamingo Road
Las Vegas, Nevada 89122
(702) 668-8888

NAR SETTLEMENT FAQs

Is it possible for offers of compensation to be conveyed through channels other than the MLS?

- Yes. Offers of compensation could continue to be an option consumers can pursue off-MLS through negotiation and consultation with real estate professionals. And sellers can offer buyer concessions on MLS (for example—concessions for buyer closing costs).

Will this prohibition save money for sellers or buyers?

- As NAR has maintained throughout the litigation, nothing in NAR’s current policies (including the MLS Model Rule) has increased costs for buyers or sellers.
- This settlement would preserve the choices consumers have regarding real estate services and compensation. After the new rule goes into effect, listing brokers and sellers could continue to offer compensation for buyer broker services, but such offers can’t be communicated via MLS.
- The settlement expressly provides that sellers may communicate seller concessions — such as buyer closing costs — via MLS provided that such concessions are not conditioned on the use of or payment to a buyer broker.

How does the settlement affect home sellers and home buyers?

- This settlement would preserve choices consumers have regarding real estate compensation.
- After the new rule goes into effect, listing brokers and sellers could continue to offer compensation for buyer broker services, but such offers could not be communicated via MLS.
- MLS participants acting for buyers would be required to enter into written agreements with their buyers before touring a home. These Buyer Broker Agreements can help consumers understand exactly what services and value will be provided, and for how much.

How will buyer brokers get paid now?

- We have long believed that it is in the interests of the sellers, buyers, and their brokers to make offers of compensation — but using the MLS to communicate offers of compensation would no longer be an option.
- Offers of compensation could continue to be an option consumers can pursue off-MLS through negotiation and consultation with real estate professionals.
- The types of compensation available for buyer brokers would continue to take multiple forms, depending on broker-consumer negotiations, including but not limited to:
 - **Fixed-fee commission paid directly by consumers**
 - **Concession from the seller**
 - **Portion of the listing broker’s compensation**
- Compensation would continue to be negotiable and should always be negotiated between agents and the consumers they serve.

What's Your Home Worth?



Your real estate experience
elevatedhomeslv.com



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