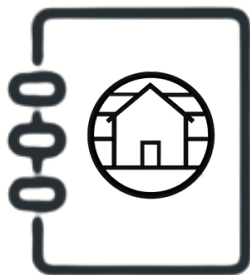


A C O M P R E H E N S I V E

S E L L E R S
G U I D E





WATERS SELLER'S GUIDE

Whether it's your first time selling a home or someone that has been through the process before, selling your home can feel like a daunting challenge, but it doesn't have to be! This guide helps give you an idea of what you can expect during the selling process and things you should consider if you are considering selling your home.

When deciding who to hire as a broker, know that we at the **WATERS** team are here to assist you.

When you work with the **WATERS** team, you're working with someone who combines market expertise with entrepreneurial innovation. We will listen to your needs and goals, use data and creativity to optimize your property for potential buyers and stand beside you for every step of the selling process. We know that trust is earned through delivering results and that our success is defined by yours.

IMPORTANT!

Look for the **WATERS** house:
A stamp of quality, caring,
and industry-leading
knowledge.



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Know why you're selling your home.

The first place to start for any seller is to ask yourself why you are selling your home. Are you moving? Is your family growing, and you need the money to purchase a bigger house? Is the market hot, and you're looking to take advantage of it?

While the question of why you are selling your home is, on its face, relatively simple, answering it thoughtfully is essential because you will find yourself returning to it throughout the selling process. So, take some time to think more about your reason for selling and let those reasons give you a roadmap for making future decisions.

Your Goal:



You're moving.

Think about timing if you're selling your home because you're moving. Do you want to sell your home while still living in it, or would you focus on selling after you have already moved out? You should know that a sale can move quickly if it's the former. Making sure you have a plan from day one for a smooth transition into your new home is critical. However, suppose you want to sell after your move is complete; this will be easier on you and your family but make sure you will be comfortable possibly paying two mortgages and the extra time it may take to sell. A good broker should be able to help you navigate this smoothly.



Is it a seller's market?

The market isn't as frenzied—but strategic sellers can still win.

Maybe you're not in a rush to sell—but you're wondering if now is the right time to take advantage of your home's equity. While buyer demand is still strong in many areas, today's market is more balanced and price-sensitive than it was during the peak of the frenzy. Buyers are taking their time. Interest rates are impacting affordability. That means presentation, pricing, and strategy matter more than ever.

If you're selling by choice, not necessity, now is the time to clarify your financial goals. What net profit would make selling worth it? Are you comfortable adjusting your price or timeline if the market responds slower than expected?

Working with an experienced broker helps you navigate this with confidence. We'll walk you through current market trends, analyze local comps, and help you prepare for the full range of possible outcomes—so you can make informed decisions without second-guessing your strategy later.



Understanding Compensation

Recent industry changes give sellers more flexibility when it comes to offering compensation to the buyer's broker. While never required, offering buyer broker compensation remains common and highly effective.

If no compensation is offered, buyers may need to pay their broker out of pocket—something many are unprepared to do. This can reduce showings and limit strong offers.

To stay competitive, we recommend offering buyer broker compensation. Most sellers still do. As your listing broker, our service fee is 3% of the purchase price, paid at closing. If you offer compensation to the buyer's broker, we would recommend 3%.

If an unrepresented buyer is involved, we'll still facilitate the transaction—but due to the added work and risk, a small transaction coordination fee will be charged to the seller to ensure everything is handled properly. We'll walk you through all your options and help structure a plan that works for your goals and the current market.



Looking for a broker.

Not every seller uses a broker to sell their home, you may hear the term FSBO or for sale by owner. But many sellers, including other brokers, find having a broker beneficial for their expertise and professional networks. Of course, all brokers bring different levels of experience and commitment. If you decide that you want to work with a broker, it is important that you feel comfortable with whom you choose to hire and that expectations are set during the interview process.



Questions to ask yourself.

What are my time, cost, and potential profit goals? How much involvement do I want to have during the selling process? What do I value most in a real estate broker? Do I know anyone that can refer a broker to me?



Questions to Ask a Real Estate Pro.

How much experience do you have as a broker? Have you sold any homes in my neighborhood? How many transactions are you currently working on? How will showings work? How do you plan to market my property? Can you give me examples of negotiating good deals for past clients? How do you get compensated?



How to review a listing agreement.

Once you've chosen a broker, your broker will likely be presented with a listing agreement. The agreement you and the broker will sign will determine things like commission structure, how long your property will be exclusive for, and details about how the property will be marketed. Many agreements have standard language and can be adjusted to fit your specific needs. Be sure to review any document you are given and don't be afraid to ask questions.



Prepare your home for listing.

Getting your home ready to list is the most demanding step in the selling process and is one of the most important factors in whether your home will sell and how much it will sell for. Doing it well can increase the value of the home and bring in larger offers. Doing it poorly can turn off potential buyers and lead to low-ball offers.

De-clutter, clean, and repair.

All personal items like photographs, toys, knick-knacks, and more should be put away or boxed up out of sight. Then, it's time to do a deep clean. Every inch of your home should be scrubbed, wiped down, and polished. Hiring a professional cleaning crew is a worthwhile investment. Lastly, make sure all your appliances, faucets, heating and cooling

(Note: If you have an evaporative cooler that is off for the winter, you do not need to turn it on)

systems, and anything else that can be turned on is in good working order. There are few bigger turn-offs for a buyer than finding out the hot water doesn't work or that one of the stove burners won't light.

Get ready for your cover shot.

Buyers like walking into almost blank-slates. A fresh coat of paint can transform the look and feel of a home, and having just enough furniture to give buyers a sense of space goes a long way.

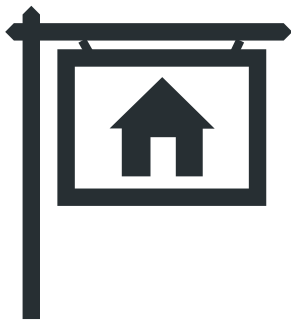
Professional stagers can transform each room of your home into magazine-ready portraits. If you don't want to spend as much, virtual staging is also an option. Your agent should be able to handle all your staging questions and will likely have several stagers they can refer you to.



What we do. *Property enhancement*

We will maximize the value of your home.

1. We will provide you with a written home enhancement checklist to help you stay organized through the pre-listing process.
2. We recommend minor repairs and improvements to help you **sell your property for the highest price possible. *see page 15**
3. You can access a list of the marketplace's most reliable home improvement workers.



Market your home.

You've cleaned, painted, and staged, and you're just about ready to list. First, you'll need to have pictures taken of your home. While you may think you know how to take good pictures on your iPhone or even have your DSLR, professional photographers are the way to go. The WATERS team will provide a professional photographer for you so there is no need to worry about taking your own photos.

Other than that, you and your broker should sit down and review your marketing plan. Set a schedule for holding showings, decide on your pricing strategy, and ask where your home will be listed. Is it going to be featured on popular listing sites? What about social media?

One other thing to keep in mind. Sometimes homes have unique histories or stories attached to them. If your home has a story, talk to your broker about it early on so they can consider how to tie it into overall marketing and branding efforts.



What we do.

Clear and Open Communication

Once your home is on the market. The **WATERS** team will be there to guide you every step of the way.

1. You'll receive a copy of the MLS printout to review for accuracy.
2. We'll call you weekly to report showings activity and give you buyer feedback
3. We'll meet periodically to review market conditions and adjust our marketing strategy as needed to get your home sold.



What we do.

How We Market Your Home

We believe great homes deserve great marketing. Our goal is to create maximum exposure with high-quality presentation and strategic outreach—so you attract the best buyers and the strongest offers.

Here's what you can expect when you list with the WATERS Team:

Professional Presentation

- Pro photography that highlights the best angles, lighting, and features
- A full floor plan and virtual tour to give buyers confidence from anywhere
- A custom-designed single property website with all the details in one place
- Business cards for your home with property info + a QR code—perfect for sharing with friends, family, or neighbors

Strategic Reach

- Listed on the MLS and all major real estate platforms, including Zillow, Realtor.com, and Redfin
- Shared across our social media channels, including short-form reels or video walkthroughs for maximum engagement
- Sent to thousands of local brokers via email blast
- Leveraged across our national network of agents through the Buffini Referral Network, connecting with potential out-of-state buyers
- Just Listed door hangers delivered directly to your nearby neighbors to create local buzz and boost word-of-mouth

Ongoing Communication

- You'll receive a weekly marketing and activity update, including showings, feedback, and market conditions so you're never in the dark

Storytelling that Sells

- Every listing we write is thoughtfully crafted to not just describe your home—but to tell the story of what it feels like to live there

We don't just put a sign in the yard—we actively promote, position, and package your home to stand out in today's market.



Offers.

While receiving your first offer is one of the most exciting aspects of selling your home, it's important to remember to stay levelheaded and know that one offer doesn't necessarily mean that future offers are going to be higher or lower. Every buyer is different.

Under-asking.

Receiving a low offer can be frustrating. Most buyers are looking for a good deal. Discuss these offers with your broker and decide whether you want to make a counteroffer and at what price.

At- and Over-asking.

Receiving an offer at your asking price is a good thing! You may be tempted to hold out for a higher offer, and you may receive more offers, but you may not. Think about some of the goals you had when you first decided to sell your home.

If you get an offer over your asking price, even better! Remember if there is a loan involved there will be an appraisal and the bank will only loan at the appraised value be sure to discuss what it may look like if the appraisal comes in under the contract price.

Multiple offers

In this market getting multiple offers is common, and a bidding war or having 15+ offers on your home may sound exciting but remember you'll only sell the home once. Your broker should help you go through every offer and chose they best offer to help you meat your goals. There is a lot more than purchase price that goes into an offer be sure to look at all the terms and what your net profit will be.

Cash Vs. Financing

Cash is king, and in many cases, that would be correct, but there are many things to consider when reviewing a cash offer. Will they still be getting inspections and an appraisal? What is your closing timeline? Closing fast is great if you can accommodate the quick transaction and be into your new home in time.

Most real estate purchases are financed. This means the buyer is getting a loan, and a lender is involved. Your broker should call the lender and find out where the buyer is in the loan process and the likelihood of closing on time and what type of loan the buyer will have.

If your home isn't selling.

Whether the offers you are getting are too low or not getting any offers at all. Letting your home sit too long on the market can lower your overall sales price over time. A stale listing will make buyers feel something is wrong with the property or that the price is too high. You should know what the average Days on the market (DOM) are for your area. There are many reasons your home may not be selling, the most common is the home is improperly priced, it could also be, the market could be down, or your home is not reaching the right audience. Your broker should be able to get an idea of what the market is saying about your home and have a strategy to help you navigate this situation. Again, your initial selling goals will help inform what you decide to do if you find yourself in this situation, and your agent will help advise you along the way

What we do.

Negotiating and structuring the sale.

When prospective buyers come along, you can count on the

WATERS team to:

1. Carefully review and present all offers for your consideration.
2. Qualify prospective buyers and research their lending options to increase the likelihood of closing.
3. Negotiate the strongest terms to create a solid transition that will close in a timely manner without any surprises.





Contract, closing, and celebration.

Once you've accepted an offer, your broker, the lender, and the title company will start working on getting the loan processed and your home sold.

Appraisal.

A crucial step during the contractual process is the appraisal. An appraiser needs access to your home and will inspect your home and determine its actual value. An appraisal can change the negotiation dynamics and even lead to a buyer backing out of an offer. If the appraisal comes in under value your broker can help you negotiate to keep the deal together. The buyer may not have the funds to bring the cash to close at the original contract price and you don't have to drop to the appraised value.

Inspections

According to the contract, the buyers can conduct as many inspections as needed within reason within the allotted time frame. After the inspection, the buyers will have the opportunity to object. This is your second round of negotiations.

Buyers are allowed a final walkthrough of the property, typically a day or two before closing, to ensure that negotiated items like repairs have been completed and nothing has been changed, such as fixtures and landscaping. The home should be the same or better than when the buyers first walked through.



What we do.

Complete Transaction Management

Once we've secured a qualified buyer, the **WATERS** team will smoothly navigate you through the transaction

1. Count on us to manage all the details of your real estate transaction.
2. Stay on top of all other matters to be sure your real estate transaction closes in a timely fashion and with as little stress as possible.



Closing

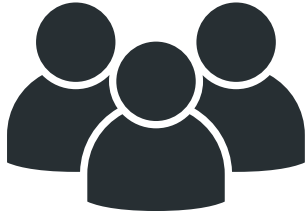
With contracts signed and everything in order, closing is the final step. You must wet sign the closing documents at the title company and pay closing costs. The title company will take the closing costs *out of your preceeds*. Funding and possession are usually the next business day after closing when the funds are dispersed, and the new owners can take possession of the property. Now it is time to celebrate! The process is complete, and you have sold your home!



The client appreciation program

My business is built on relationships, so I aim to provide you with outstanding service and care before, during, and after the sale!

1. Even after your closing, I'll be there to assist you with all your real estate needs.
2. You'll be receiving valuable information in the mail on a monthly bases.
3. Consider me your course of referrals for all types of businesses, either related to real estate transactions or not. I've partnered with competent professionals who would be happy to serve you.



The people of the process.

There are many more people involved in the sale of a home than just a buyer and a seller. Here is a quick list of some of the most common.

Broker.

Real estate brokers are licensed professionals who represent buyers and/or sellers during the sale of a home. They advise, negotiate offers, market properties, set up showings, and more. Their compensation is based entirely on commission.

Title officer.

The title officer will do research to ensure when the title passes along to the new owner that they get a clean and clear title. They will also walk you through closing documents, record the title, and desperate

Photographers.

Professional photographers know how to maximize space and natural light to make your home look as spacious and inviting as possible.

Appraisers.

An appraiser is hired by the buyer or the buyer's lender to assess your home's true value using multiple factors.

Loan officer.

The loan officer will gather the needed document from the buyers and ensure the buyer is qualified, the loan closes and the funda is sent to the title company.

2025

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Home enhancement checklist

THE EXTERIOR

Tidy up!

- ☐ Mow the lawn and trim trees and shrubs away from the house.
- ☐ Rake leaves, pull weeds, and dispose of dead plants, flowers, and shrubs.
- ☐ Store tools and other equipment neatly in the garage.

Clean up!

- ☐ Wash windows inside and out.
- ☐ Sweep all sidewalks and driveways.

Patch up!

- ☐ Repair doors and windows.
- ☐ Repair major cracks in sidewalks and/or driveways.
- ☐ Repair roof shingles, shutters, gutters, windows, siding and fencing.
- ☐ Clean up the front/back yards with new sod, plants, flowers, and mulch if needed.

The finishing touch!

- ☐ Add a doormat at the entrance.
- ☐ Add a potted or hanging plant.
- ☐ Add new house numbers.

THE KITCHEN

Tidy up!

- ☐ Clear extra gadgets from all kitchen countertops
- ☐ Remove all messages, pictures, and magnets from the refrigerator.
- ☐ Clear sink, stove, and countertops of all dishes, pots, and pans.

Clean up!

- ☐ Wipe down cabinets & polish sinks
- ☐ Clean all appliances, inside and out.
- ☐ Wash kitchen floors
- ☐ Air out garbage area with a deodorizer and/or freshener

Patch up!

- ☐ Repair any faucet/sink leaks.
- ☐ Repair any broken appliances.
- ☐ Repair any non-working kitchen cabinets and drawers.
- ☐ Patch and paint walls and ceilings, if necessary.

The finishing touch!

- ☐ Add a new throw rug
- ☐ Add a plant

THE BATHROOMS

Tidy up!

- ☐ Remove any unnecessary items from the countertops
- ☐ Organize linen closets, medicine cabinets, etc.

Clean up!

- ☐ Clean sinks, toilets, bathtubs and showers, and make sure they are mold-free
- ☐ Polish mirrors and bathroom fixtures
- ☐ Wash bathroom floor

Patch up!

- ☐ Repair any faucet, sink and/or toilet leaks
- ☐ Caulk and grout tile, if necessary
- ☐ Patch and paint walls and ceilings, if necessary

The finishing touch!

- ☐ Add a scented candle
- ☐ Add coordinated towels and accessories
- ☐ Add a new shower curtain

THE LIVING AREAS

Tidy up!

- ☐ Remove piles of papers and magazines from tables
- ☐ Rearrange furniture; discard worn furniture and store "extra" pieces
- ☐ Straighten bookshelves

Clean up!

- ☐ Clean and deodorize all carpet, spot cleaning where necessary; wash all floors
- ☐ Polish all furniture
- ☐ Wipe down lighting fixtures, making sure all light bulbs are working

- ☐ Wash window treatments
- ☐ Clean fireplace, if applicable

Patch up!

- ☐ Patch and paint walls and ceilings, if necessary.

The finishing touch!

- ☐ Display linens on table
- ☐ Add fresh flowers, potpourri or a scented candle.
- ☐ Rearrange pictures to highlight specific areas
- ☐ Add lamps if the room is dark

THE BEDROOMS

Tidy up!

- ☐ Straighten children's play area and store extra toys
- ☐ Remove extra furniture and rearrange to define areas
- ☐ Make closets more appealing by storing seasonal clothes elsewhere
- ☐ Be sure all clothes are hanging up and not lying around the room

Clean up!

- ☐ Clean and deodorize all carpet, spot cleaning where necessary
- ☐ Wash window treatments
- ☐ Wipe down lighting fixtures, making sure all light bulbs are working

Patch up!

- ☐ Patch and paint walls and ceilings, if necessary

The finishing touch!

- ☐ Add decorative pillows to beds
- ☐ Add a plant

THE BASEMENT & GARAGE

Tidy up!

- ☐ Organize all areas: laundry area, family area, workshop, garden equipment, etc.
- ☐ Box up and store or dispose of any unnecessary items

Clean up!

- ☐ Sweep and clean floors
- ☐ Remove cobwebs from walls, window sills and ceilings
- ☐ Wash windows, inside and out

Patch up!

- ☐ Make sure furnace, A/C and hot water heater are in working order

Before each showing, be sure to complete these last minute touches to make your home stand out and look great!

- ☐ Pick up after pets
- ☐ Pick up lawn tools, toys, etc. lying around the yard
- ☐ Clear driveways and walk areas

- ☐ Open curtains for daytime showings and close curtains for nighttime showings
- ☐ Open windows to "freshen up" your home
- ☐ Do a quick tidy-up
- ☐ Play instrumental music
- ☐ Burn a candle in the kitchen and in the living room

Smooth Move Checklist

Two Months Prior to Moving Day:

- ☐ If you use a mover, get a few estimates from moving companies.
- ☐ If you are moving yourself, get costs from at least two truck rental companies.
- ☐ Create a floor plan of your new home for furniture and appliance placement.
- ☐ Make an inventory of your household goods and begin to remove clutter (start with basement, attic, garage, and other storage areas).
- ☐ Start a file for all of your moving paperwork (estimates, receipts, etc.).
- ☐ Arrange to transfer school records.
- ☐ Get your new home ready: contact painters, carpenters, plumbers, roofers, etc., so your home is ready when you arrive. Remember to change the locks on all the doors in your new home.

Six Weeks Prior to Moving Day:

- ☐ Obtain and fill out post office change-of-address cards.
- ☐ Make arrangements for storage if necessary.
- ☐ Ask your doctor or health plan provider for referrals, and obtain all medical records.
- ☐ Clean all closets and drawers.
- ☐ Start using foods and cleaning supplies that won't be moved.

Smooth Move

Four Weeks Prior to Moving Day:

- ☐ Schedule disconnection of all utility services at your old home, and connection of services at your new home. Be sure to disconnect the day after you leave and connect the day before you arrive. If you have “last month” deposits with services like the telephone company, request your refund.
- ☐ If you are moving yourself, reserve a rental truck.
- ☐ If you are packing yourself, obtain packing materials and start packing items you won’t need after you arrive at your new house.
- ☐ If Arrange for cleaning and repair of furniture, drapes and carpeting.
- ☐ Check with your insurance company to see how your possessions are covered during transit.
- ☐ Collect your important records: gather personal and family records (including medical and dental), veterinary and school records, legal and financial documents, birth certificates, passports and insurance documents.

Three Weeks Prior to Moving Day:

- ☐ Properly dispose of items that cannot be moved, such as flammable liquids.
- ☐ Prepare auto registration for transfer (if moving to another state).
- ☐ Make child-care arrangements for moving day.
- ☐ Hold your moving sale.

Smooth Move

Two Weeks Prior to Moving Day:

- ☐ Arrange for disposal of anything not sold at your moving sale.
- ☐ Return any borrowed items (including library books) and retrieve any loaned items.
- ☐ Cancel newspaper delivery.
- ☐ Notify any creditors of your move.
- ☐ Transfer prescriptions and be sure you have an adequate supply of medications on hand.
- ☐ Assemble a file folder of information to leave for the new owner of your home.
- ☐ Change your address – One week before your move, send change-of-address cards to everyone who will need to contact you.
- ☐ Pick up laundry.
- ☐ Pack a travel kit: Put aside critical items like a checkbook, credit cards, personal phone book, ID, flashlight, keys, toiletries, tools, paper plates, cups, towels, travel alarm clock, aspirin, bandages and games for the kids. Also, pack a suitcase with clothing and other personal items.

Smooth Move

One Day Prior to Moving Day:

- ☐ Disconnect and prepare major appliances for the move.
- ☐ Set aside anything that will travel in your car so it will not be loaded on the truck.
- ☐ Pack a box of items that will be needed first at the new house. Clearly mark this box "Load Last".
- ☐ Obtain cash or traveler's checks for the trip and to pay the movers.
- ☐ Confirm arrival time of your moving van/truck.
- ☐ If moving yourself, dismantle beds and other large furniture.

Moving Day:

- ☐ If using a mover, be sure someone is at the old house to answer questions.
- ☐ Note all utility meter readings.
- ☐ Read your bill of lading and inventory carefully before signing. Keep this paperwork in a safe place.

Delivery Day:

- ☐ Check your belongings carefully and note on the inventory paperwork any damaged items.
- ☐ On an interstate move, be prepared to pay the driver before your possessions are unloaded.
- ☐ Supervise unloading and unpacking.
- ☐ Be prepared to pay your mover with cash, certified check, or traveler's checks unless other arrangements have been made in advance.



Expect Success.

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