



SELLERS GUIDE

THE COMPLETE GUIDE TO
SELLING YOUR HOME

W

*"Talent Wins Games But
Teamwork and Intelligence
Wins Championships"*

-Michael Jordan

O

THE REALTOR



A Dedicated Air Force Veteran Originally Swainsboro, Georgia

Mika Bickham

MEET MIKA

MIKA IS A LICENSED REALTOR®, MILITARY VETERAN, NOTARY PUBLIC, ENTREPRENEUR, AND THE FOUNDER OF THE MEET MIKA BRAND. AS A FIRST-GENERATION COLLEGE GRADUATE, SHE EARNED HER BACHELOR OF BUSINESS ADMINISTRATION WITH A MINOR IN LEADERSHIP FROM THE UNIVERSITY OF NORTH FLORIDA, BRINGING A STRONG FOUNDATION IN BUSINESS, NEGOTIATION, AND CLIENT SERVICE TO EVERY REAL ESTATE TRANSACTION.

AS A DISABLED VETERAN AND BUSINESS OWNER, MIKA UNDERSTANDS THE IMPORTANCE OF HARD WORK, INTEGRITY, AND PERSEVERANCE. HER EXPERIENCE SERVING MILITARY FAMILIES, FIRST-TIME HOMEBUYERS, INVESTORS, AND SELLERS HAS HELPED HER DEVELOP A CLIENT-FOCUSED APPROACH BUILT ON COMMUNICATION, EDUCATION, AND RESULTS. THROUGH HER REAL ESTATE BUSINESS, MIKA IS PASSIONATE ABOUT HELPING FAMILIES BUILD WEALTH THROUGH HOMEOWNERSHIP WHILE GUIDING SELLERS THROUGH A SMOOTH AND SUCCESSFUL SELLING EXPERIENCE. SHE BELIEVES EVERY CLIENT DESERVES PERSONALIZED SERVICE, HONEST ADVICE, AND AN ADVOCATE WHO WILL PROTECT THEIR INTERESTS FROM LISTING TO CLOSING.

WHEN SHE'S NOT SERVING CLIENTS, MIKA ENJOYS SPENDING TIME WITH HER HUSBAND AND FOUR CHILDREN, MENTORING ASPIRING ENTREPRENEURS, AND GIVING BACK TO HER COMMUNITY THROUGH EDUCATION AND SERVICE.

WHETHER YOU'RE BUYING, SELLING, INVESTING, OR EXPLORING YOUR OPTIONS, MIKA IS COMMITTED TO HELPING YOU ACHIEVE YOUR REAL ESTATE GOALS WITH CONFIDENCE.

THE GOAL

We pride ourself in client satisfaction! Thru teamwork, cooperation and communication we will :

- SECURING THE HIGHEST POSSIBLE PRICE
- IN THE SHORTEST PERIOD OF TIME
- WITH THE MOST FAVORABLE TERMS

From listing to sold, we pledge to remain fully transparent, providing the highest level of integrity while engaging you in every step of the process.



THE STEPS

When it comes to selling your home we've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

1



GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.

2



3



STAGE IT

Staging your home may be necessary to get you the largest return. We'll walk you through everything! (optional)

TAKE PHOTOS/VIDEOS/DRONE

Our photographer will make your home look its best! Photos can determine if a buyer wants to see your property.

4



CREATE MATERIALS

We'll have our in-house graphic designer create everything we need to market your home!



6

SHOW IT

This is often the hardest part as your home has to remain presentable and in tip top shape every day.



REVIEW OFFERS

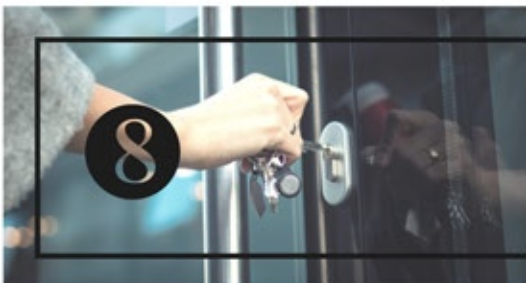
We will negotiate on your behalf and review all offers with you.



8

CLOSING DAY

Schedule the closing, hand over the keys, collect the cheque!





Mika has made our home buying experience amazing! From beginning to end, she was there to answer any and all questions we had. We are 100% grateful for her knowledge and all she has done for us! And of yesterday we are now home owners!

-JENNY FISHER

I highly recommend Mika from Realty ONE as a realtor. She was extremely professional and always provided quick responses to any questions or concerns we had throughout the home buying process.

MIKA is the one to choose.

-R.J EVERETT

THE MARKETING

When it comes to selling your home we've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

A D S

Your home is distributed across all of our hundreds of online platforms!

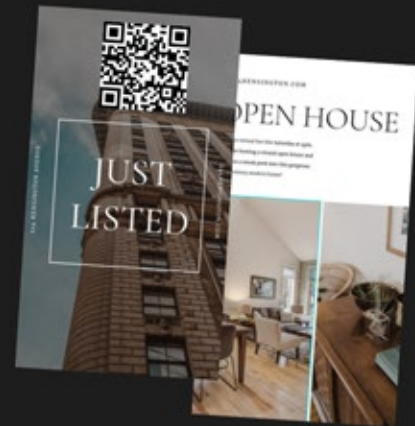


V I S U A L S

Photos, neighbourhood flyers, and property brochures get your home noticed!

Single Property Website customized to your home only!

Personal Home QR code with Direct link



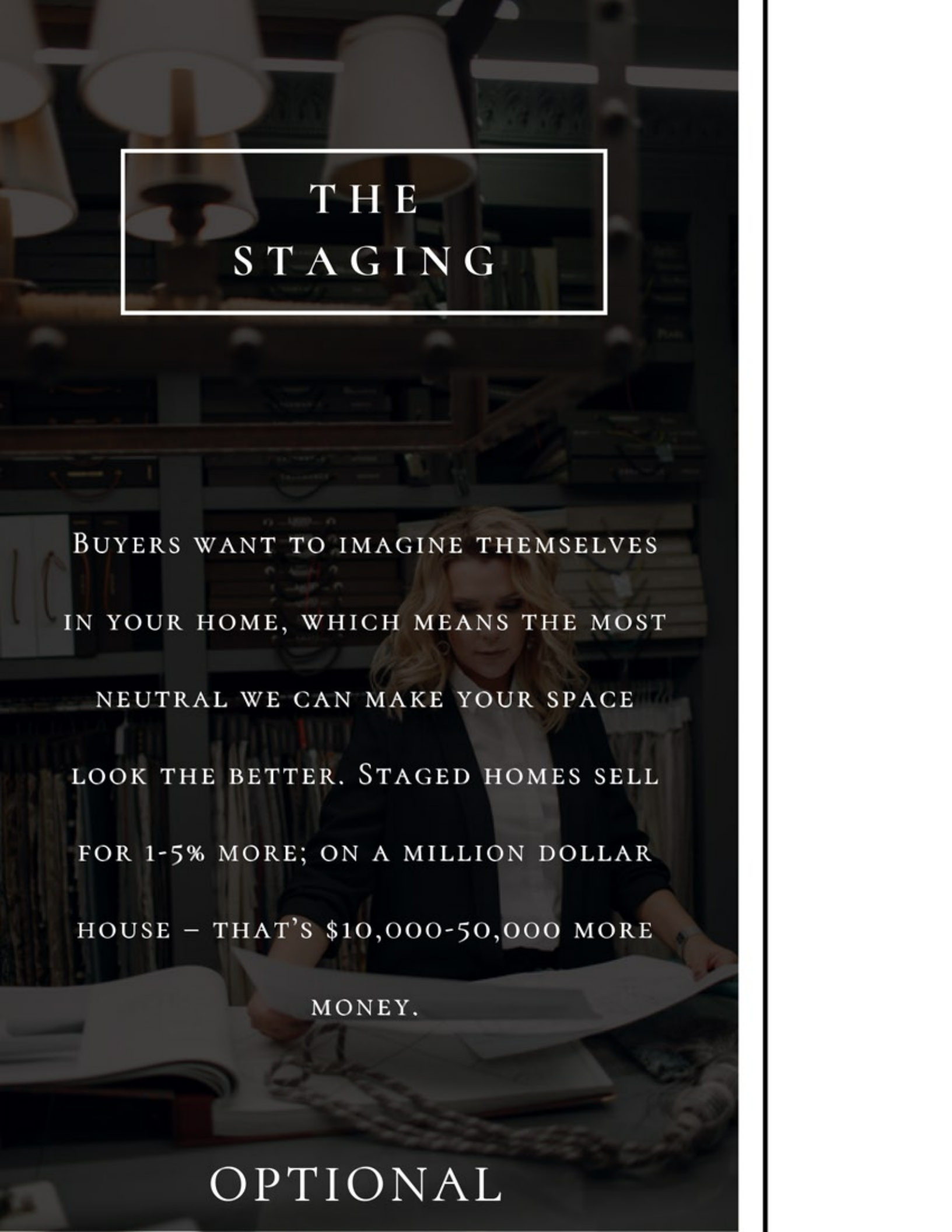
O P E N H O U S E



E V E N T S

From neighbourhood wine & cheese to weekend open houses your home will be given the royal treatment!

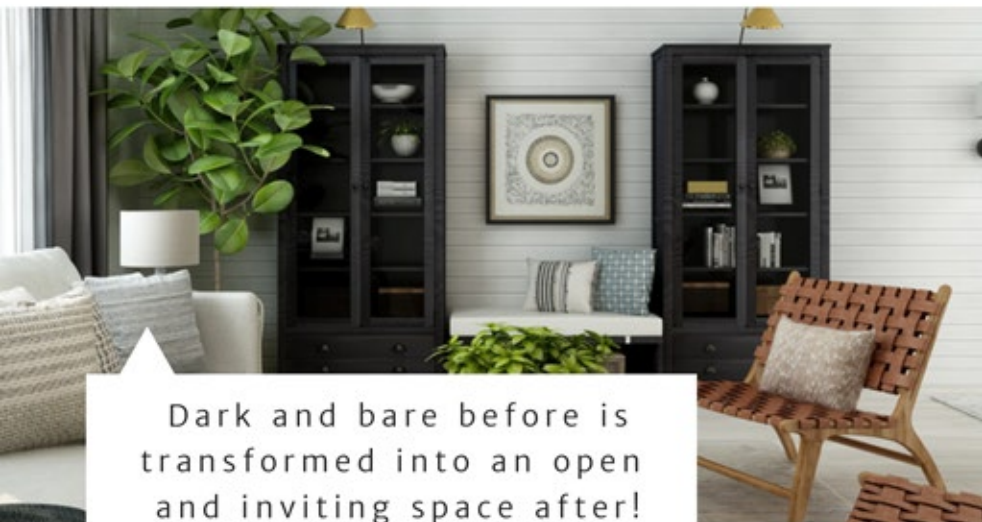
- Your MLS listing is connected an appointment service app which downloads directly to your cell phone
- When an agent wants to show your property, you will receive a text to approve/decline the appointment service
- We will update you with all feedback we receive

A woman with blonde hair, wearing a dark blazer over a white shirt, is looking down at a large sheet of paper, likely architectural plans, spread out on a table. The background is a dimly lit room with shelves filled with books and several lamps with white shades hanging from the ceiling. The overall atmosphere is professional and focused.

THE STAGING

BUYERS WANT TO IMAGINE THEMSELVES
IN YOUR HOME, WHICH MEANS THE MOST
NEUTRAL WE CAN MAKE YOUR SPACE
LOOK THE BETTER. STAGED HOMES SELL
FOR 1-5% MORE; ON A MILLION DOLLAR
HOUSE – THAT'S \$10,000-50,000 MORE
MONEY.

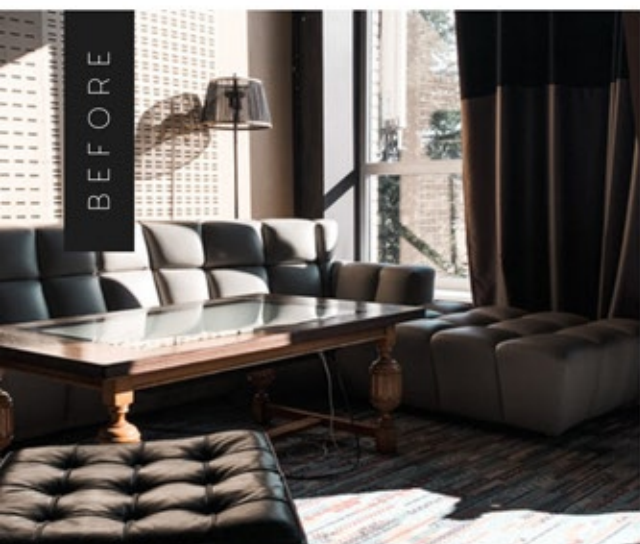
OPTIONAL



Dark and bare before is transformed into an open and inviting space after!



BEFORE



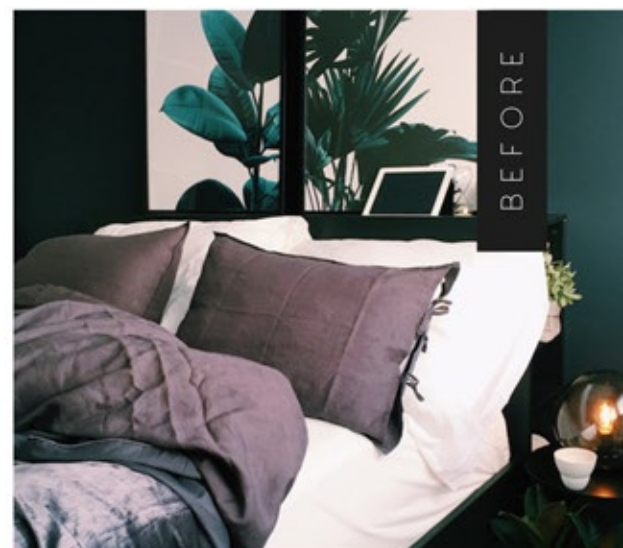
BEFORE



Dated decor is turned into a modern oasis with a clean coat of paint and stylish accents.



A lighter coat of paint and modern furniture make this bedroom look sleep ready!



BEFORE

UNDERSTANDING MARKET CONDITIONS



Buyer's Market

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



Balanced Market

supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time

THE PRICING

PRICING YOUR HOME RIGHT MEANS TAKING A VARIETY OF THINGS INTO CONSIDERATION. HERE ARE SOMETHINGS WE FACTOR INTO DETERMINING A SALE PRICE FOR YOUR HOME.

PAST SALES

Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

ACTIVE LISTINGS

We study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes.

CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

THE MARKET

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher.

THE PRICING STRATEGY

BUYERS SEARCH IN PRICE BRACKETS, SO IT'S BEST TO BE PRICED AT \$950,000 THAN \$949,900. THIS ALLOWS YOUR HOUSE TO APPEAR IN SEARCHES PRICED FROM \$900,000 TO \$950,000 AND \$950,000 TO \$1,000,000.



at \$249,900 → \$200,000-\$250,000



at \$250,000 → \$200,000-\$250,000
→ \$250,000-\$300,000

If it's priced right = Offers

Showings but no offers = 4-6% too high

Low showing rate = 6-12% too high

No showings = 12+% too high

*need to revisit if no offers after 2 weeks



THE OFFER

IF YOU'RE A FIRST-TIME HOME SELLER, THE OFFER PROCESS MAY SEEM OVERWHELMING. KNOWING WHAT TO EXPECT CAN SAVE YOU A LOT OF HEADACHES AND SURPRISES IN THE LONG RUN.

Elements of the offer

1. PRICE
2. DEPOSIT
3. TERMS
4. CONDITIONS
5. INCLUSIONS AND EXCLUSIONS
6. IRREVOCABLE.
7. CLOSING OR POSSESSION DATE

Negotiating an Offer

ONCE AN OFFER IS RECEIVED WE'LL REVIEW IT TOGETHER AND DECIDE IF WE WANT TO ACCEPT, COUNTER OR REFUSE.

Deposit Provided

BUYERS WILL OFFER A DEPOSIT AS A PROMISE TO THE SELLER THAT THEY ARE FINANCIALLY CAPABLE AND READY TO COMMIT TO BUYING THE HOME.

Inspection

THE BUYER, AND POSSIBLY THEIR AGENT, WILL SCHEDULE AND ATTEND. DURING THIS TIME, YOU SHOULD CONSIDER NOT BEING PRESENT AT THE HOME.

Repair Negotiations

BUYERS MAY REQUEST CERTAIN FIXES OR CREDITS BASED ON THE HOME INSPECTION REPORT. AS THE SELLER, YOU CAN CHOOSE TO AGREE, NEGOTIATE, OR DECLINE, DEPENDING ON THE TERMS OF THE OFFER AND YOUR WILLINGNESS TO ADDRESS THE REQUESTED REPAIRS.

Appraisal

A LICENSED APPRAISER IS HIRED BY THE BUYERS LENDER TO EVALUATE THE HOME'S CONDITION, FEATURES, AND COMPARABLE RECENT SALES TO DETERMINE ITS MARKET VALUE. THIS ASSESSMENT IS CRUCIAL TO ESTABLISH A FAIR PRICE AND SECURE FINANCING FROM LENDER. SOME REPAIRS MAY BE LENDER REQUIRED.

Final Walkthrough

BUYERS WILL TYPICALLY HAVE AN OPPORTUNITY TO DO A FINAL WALKTHROUGH OF THE HOME BEFORE THE CLOSING DATE TO MAKE SURE THAT IT'S IN THE SAME CONDITION AS IT WAS BEFORE THE OFFER WAS MADE.

COMMISSION EXPLAINED

THE FINAL COMMISSION STRUCTURE IS OFTEN SUBJECT TO NEGOTIATION AND MAY VARY DEPENDING ON THE SPECIFIC TERMS OF THE TRANSACTION.



WHERE OUR PORTION OF THE COMMISSION GOES...

BUDGET

MARKETING

FROM FEATURE SHEETS, TO OPEN HOUSE EXPENSES, FLYERS AND ONLINE ADS MARKETING YOUR HOME TO THE MOST AMOUNT OF QUALIFIED BUYERS IS OUR SPECIALITY.

REALTOR FEES & ADMIN

AS A REALTOR WE NEED TO PAY DUES AND FEES TO VARIOUS ORGANIZATIONS TO REMAIN LICENCED AND LEGAL AS WELL AS PAY OUR ADMIN STAFF.

AGENT FEE

AND FINALLY, WE BUDGET A PORTION OF THE COMMISSION TO PAY OURSELVES, MAKING SURE WE CAN KEEP DOING WHAT WE LOVE TO DO WELL.

SELLER'S CHECKLIST



GENERAL MAINTENANCE

- ☐ Oil squeaky doors
- ☐ Tighten doorknobs
- ☐ Replace burned out lights
- ☐ Clean and repair windows
- ☐ Touch up chipped paint
- ☐ Repair cracked plaster
- ☐ Repair leaking taps and toilets



HOME CLEANING

- ☐ Shampoo carpets
- ☐ Clean washer, dryer, and tubs
- ☐ Clean furnace
- ☐ Clean fridge and stove
- ☐ Clean and freshen bathrooms



TIDY AND PREP

- ☐ Clean and tidy entrance
- ☐ Functional doorbell
- ☐ Polish door hardware
- ☐ Paint doors, railings, etc.
(as necessary)



CURB APPEAL

- ☐ Cut lawns
- ☐ Trim shrubs and lawns
- ☐ Weed and edge gardens
- ☐ Pick up any litter
- ☐ Clear walkway of leaves
- ☐ Repair gutters and eaves
- ☐ Touch up exterior paint



EXTRA TOUCHES

- ☐ Be absent during showings
- ☐ Turn on all lights
- ☐ Light fireplace
- ☐ Open drapes in the day time
- ☐ Play quiet background music
- ☐ Keep pets outdoors



ORGANIZATION

- ☐ Clear stairs and halls
- ☐ Store excess furniture
- ☐ Clear counters and stove
- ☐ Make closets neat and tidy

THANK YOU

SELLING YOUR HOME IS A BIG DEAL AND I TAKE THE TASK VERY SERIOUSLY. THE FACT YOU CONSIDERED ME TO HELP YOU ACCOMPLISH THIS MEANS THE WORLD TO ME. PLEASE KNOW, WE WANT YOU TO FEEL COMFORTABLE TO OPEN UP AND DISCUSS ALL OF YOUR CONCERNS. THAT'S WHY WE SET UP CLEAR LINES OF COMMUNICATION CONVENIENT FOR YOU. OUR GOAL IS TO GIVE YOU A 5 STAR EXPERIENCE. IF AT ANY TIME WE ARE GIVING YOU A REASON TO RATE BELOW 5 STARS, PLEASE LET US KNOW.

