



THE FORD GROUP



COLDWELL BANKER  
REALTY

*Your guide to*  
**SELLING  
YOUR  
HOME**

The Ford Group  
Consistently in the top 3% of agents in Central Ohio

Care@ClintAFord.com | 614.500.7005 | CentralOhioHousing.com





## CLINT FORD Founder & CEO

Born and raised in Central Ohio, Clint has extensive knowledge of the surrounding suburbs and communities. With a degree in Education, he brings a unique background to real estate. He founded The Ford Group in 2014. Our team has consistently been in the top 3% of all agents in Central Ohio.

Relationships are important to us and we want to establish trust that makes you want to call us long after we close on your property.



[care@clintaford.com](mailto:care@clintaford.com)



(614) 500-7005



[www.CentralOhioHousing.com](http://www.CentralOhioHousing.com)



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[@thefordgrouprealtors](https://www.instagram.com/thefordgrouprealtors)

*Schedule an appointment*



# YOUR TEAM

We bring honest and straight-forward advice to our clients. Our approach has always been to establish trust and build relationships. We want clients for life.

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## *A five-star level of service*

- Our number one goal is to provide you with five-star service
- Our team includes several agents, a marketing manager, a contract assistant, and a customer experience team to cover all aspects of your experience
- A team provides more availability than single agents
- Diverse backgrounds add a breadth of capabilities and experience
- We have more agents to bring you more buyers



*The Ford Group answered our questions, helped us understand the process and did exactly what we needed/wanted on a timely basis. I would recommend them to anyone looking for a Realtor!*

# Your Guide

Getting ready to sell your home? Here are the steps you will take.

## CHOOSE YOUR AGENT

### *Questions to ask your potential agent*

- How long have you been working as a real estate agent?
- What is your experience in selling homes in this specific area?
- Can you provide references or testimonials from past clients?
- What marketing strategies do you employ to promote properties?
- How will you determine the appropriate listing price for my home?
- How will you keep me informed about the progress of the sale?
- What is your commission structure and any additional fees?
- Are you part of a team, and who will be my main point of contact?
- Do you have experience negotiating offers and handling counteroffers?
- How do you plan to handle potential challenges or issues that may arise during the selling process?

# WHY USE AN AGENT?

## REAL ESTATE AGENTS

Maximize your selling potential  
with a quality agent.

Real estate agents can provide you with expert guidance, market knowledge, and objective representation to maximize your selling potential.

### EXPERIENCE

Selling a property rarely goes off without a hitch. From problems in lending to inspections to appraisals to closing - let our experience help you avoid common issues, or at least set your expectations for what to expect throughout the process.

### OBJECTIVE

A real estate agent can look at your home objectively to help you set the market value of your property based on comparable sales and market conditions. Agents also provide unbiased advice to prepare your home for sale to attract the most potential buyers.

### NEGOTIATION

A real estate agent can help you negotiate a contract and assess buyer offers, strategically respond to counteroffers, and skillfully negotiate terms and conditions on your behalf. In addition, an agent can make sure you remain in compliance with all local, state and federal regulations.

### CONVENIENCE

Real estate agents save you time and stress by taking care of all the steps to sell a home such as marketing the property, organizing and conducting showings, handling inquiries and negotiations, managing paperwork and coordinating with other professionals.

# THE PAPERWORK

## LISTING CONTRACT

A solid foundation for a successful selling experience.

A listing contract is an agreement between sellers and real estate agents, giving agents the power to market and sell your property with their expertise. It outlines key aspects such as the duration of the contract, listing price, commissions and agency relationships.

## PROPERTY DISCLOSURES

The legal documents needed to sell a home.

Sellers are required to provide certain property disclosures to buyers.

1

### RESIDENTIAL PROPERTY DISCLOSURE

Covers various aspects of the property, including its structure, systems, and known defects.

2

### LEAD-BASED PAINT DISCLOSURE

If the property was built before 1978, federal law mandates that sellers provide a Lead-Based Paint Disclosure. This disclosure informs buyers about the potential presence of lead-based paint and hazards.

3

### OTHER DISCLOSURES

If the property is in a flood zone, the seller may need to provide a Flood Zone Disclosure. Similarly, if the property is located in a homeowners association (HOA), sellers may need to provide the HOA information.

# STEPS TO SELL YOUR HOME

## PRE-LAUNCH PLAN

- Make recommendations on how to best showcase the property.
- Assess comps and current market conditions for proper pricing.
- Have the property photographed.

## LAUNCH PLAN

- Publish the listing on the MLS and company websites.
- Share property with brokerages and targeted 3rd party sites.
- Announce the property on digital media.
- Create necessary printed marketing materials.
- Schedule & advertise the first public open house.

*We have a  
plan for that.*

## ONGOING EFFORTS

- Field appointment requests and show the property.
- Compile reports of showings, web traffic and broker/customer feedback.
- Present and negotiate all offers.
- Revisit pricing and marketing plan as appropriate.

## IN CONTRACT

- Negotiate offers, remedy requests, and appraisal shortages.
- Provide comps for appraisers.
- Provide updates throughout the process with our contract assistant.
- Organize closing date and time.

# PREPARING YOUR HOME

When selling your home you want it to look its absolute best for the potential buyers who walk through the door.



## Remove Clutter

Box up everything you don't need. The less stuff in a house, the bigger it feels.

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## Clean Everything

Cleanliness makes people feel like a house has been taken care of and is in good repair.

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## Freshen the Air

Try to get rid of unpleasant smells. The top buyer odor complaints are from tobacco, pets, cooking and laundry.



## Paint

Paint is a relatively cheap and easy way to add value to your home.

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## Let There Be Light

Open blinds and pull back curtains. Replace the bulbs with brighter lights (but not enough to cause a glare).

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## Fix What's Broken

You don't have to do everything, but fix the things in your house that buyers will notice the most.

# ROOM BY ROOM CHECKLIST

## *Kitchen*

- ☐ Remove magnets from fridge
- ☐ Declutter counter tops
- ☐ Deep clean all appliances
- ☐ Ensure all appliances are working
- ☐ Wash all cabinet fronts

## *Bathrooms*

- ☐ Remove any soap residue
- ☐ Clean toilet bowls
- ☐ Clean tile grout
- ☐ Clean or replace shower curtain
- ☐ Place fresh towels and rugs
- ☐ Remove any rust or stains
- ☐ Re-caulk sinks, tubs and showers

Clean like you've never cleaned before. Spring cleaning has nothing on the cleaning you should do when you're putting your home on the market.

## *Bedrooms*

- ☐ Rearrange furniture as needed
- ☐ Clean sheets and bed covers
- ☐ Dust furniture and lighting
- ☐ Declutter and organize closets
- ☐ Clean window covers & shades

## *Exterior*

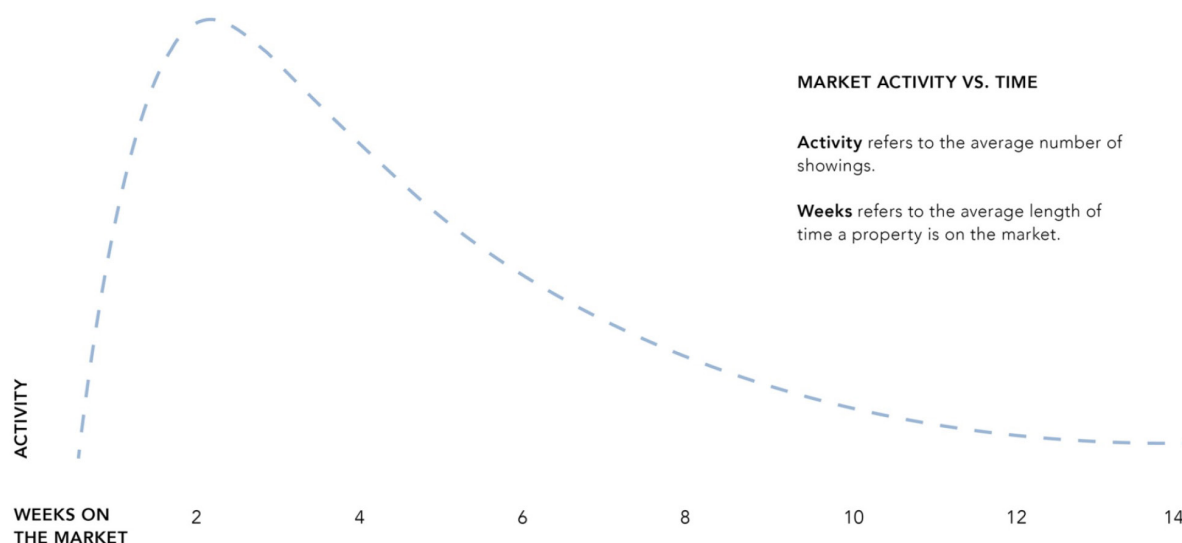
- ☐ Repair broken windows & shutters
- ☐ Power wash
- ☐ Clean gutters & down spouts
- ☐ Wash outdoor furniture
- ☐ Remove any cobwebs and nests
- ☐ Remove weeds & trim shrubs
- ☐ Add flowers & fresh mulch

## *General*

- ☐ Fix broken window seals
- ☐ Fix or add railings to all stairs
- ☐ Ensure working smoke detectors
- ☐ Fix any leaks
- ☐ Service your HVAC

# SET LISTING PRICE

Just like anything else, home prices are based on supply and demand. Our goal is to help you find that perfect price point to bring you enough potential buyers to get you the most money for your home.



## WHY PRICE MATTERS

A buyer's first impression of a property directly relates to their perception of its value in the current market. If your property is not well-priced in relation to others, it may negatively affect an otherwise positive first impression and lead to extended days on the market.

Your property will get the most attention during the first two to three weeks of market exposure. Statistically, you will receive the highest price during this period.

## PRICE FACTORS

- 1 Location, size, condition and buyer demand
- 2 Emotional appeal, relative to others
- 3 Relevant properties recently sold
- 4 Competition from other properties currently on the market
- 5 Current financing and economic conditions

# TAKE PHOTOS

## PHOTOGRAPHY

Showcasing your property in the best possible light.

Agents may use professional photography, videography or aerial drone footage to showcase your home from eye-level to sky-level and produce a captivating experience to draw in the greatest interest for your property.

Creating captivating and technology-driven imagery will set your home apart and capture potential buyers.

### PROFESSIONAL PHOTOGRAPHER

- We hire a professional photographer to capture your home at its best. This comes at no additional cost to you.
- Our photographer will optimize lighting, move furniture (if permitted) & take shots to showcase your property in the most compelling way.

★ Homes with professional photos get more views, sell faster and sell for more on average.

↪ *Our photos*



# MARKET YOUR HOME

From websites to social media to flyers and more, your agent should advertise your property in different ways.

| METHOD                                | DESCRIPTION                                                                                                                                                                                    |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Pricing                               | Pricing your home appropriately is the first marketing tool.                                                                                                                                   |
| Multiple Listing Service (MLS)        | By listing your house on the Realtor-only MLS, this puts your property on several websites, automatically.                                                                                     |
| Brokerage                             | Large brokerages garner more views from agents and buyers.                                                                                                                                     |
| Realtor.com, Zillow, Trulia, and more | Buyers often start their search online and descriptions make a difference. Your agent should optimize the description of your house to attract the most buyers on all major websites.          |
| Facebook                              | Facebook is a useful tool to share listings with our numerous contacts and interested buyers.                                                                                                  |
| Instagram                             | Instagram postings provide more views and utilize the visual nature of the platform.                                                                                                           |
| Flyers                                | For showings and those interested in something to take with them, professional flyers will highlight your home.                                                                                |
| Current Buyers and Agents             | Agents are already working with many buyers and agents who are actively looking for properties. They should reach out personally to anyone they think might be interested in your new listing. |
| Innovative Tools                      | Depending on the house, properties may benefit from print advertising (such as postcards and newspaper ads), special interest advertising or custom websites.                                  |

*Get more potential buyers with quality marketing*

# HOST AN OPEN HOUSE

## OPEN HOUSE

Maximize your home's visibility to the most potential buyers.

Hosting an open house is a valuable opportunity to attract interested buyers, showcase your home's unique features, and foster direct interaction with potential buyers.

## VISIBILITY

Access for buyers to experience your home in person increases marketability and can shorten its time on the market. Open houses for the public and other brokers are controlled and thoughtfully planned with invitations and signage.

## FEEDBACK

Reflection and evaluation are imperative after any and all showings, which is why we always request feedback. This is obtained so we get real-time information on how buyers are viewing your home and can therefore adapt our strategy if needed.

**OPEN HOUSE**

*Help choose your neighbor.*

**ABOUT US**

Ford Group is consistently in the top 6 of all agents in Central Ohio.

Our team includes several agents, a marketing manager, a contract assistant, and a customer experience team.

Our team provides more availability than single agents.

Diverse backgrounds add a breadth of capabilities and experience.

We have more agents to bring you more buyers.

*moving you forward*

614.500.7005  
www.CentralOhioHousing.com

123 ANYWHERE LN  
CITY NAME

Saturday  
May 22  
12-2 p.m.

\$XXX,XXX

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**COLDWELL BANKER REALTY**

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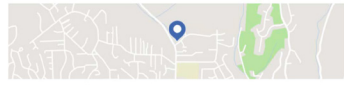
*Ways we advertise* ↗

# ONGOING EFFORTS

The best real estate agents continue to market their listings until the home goes into contract.

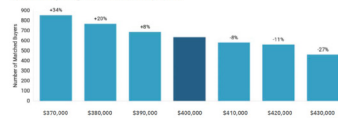
## Buyer Demand Report

123 Anywhere St  
Columbus, OH 12345, USA  
3 beds 1.25 baths



A complete, data-driven pricing strategy should consider the relative quantity of buyers who would match this listing at various price points. This report shows how adjustments to list price may impact the amount of exposure your home will receive.

Buyers included below are among the highest-intent home shoppers, because each of them is represented by an agent on the RealScout platform.



There are currently 635 buyers who may be a match for this home at a target price of \$400,000, based on consumer search activity from RealScout over the past 90 days.



This data is for informational purposes only and should not be construed as specific advice. Pricing strategy should always be validated against current market conditions.

## CONTINUED FEEDBACK

We offer an online report that provides real-time data about your home's activity online. This information helps to refine the marketing and pricing strategy, and make informed decisions on how to get even more eyes on your home based on the results.

*Real-time data on your listing*

## YOUR HELP

How you can help your agent to sell your home.

## HONOR SHOWINGS

The more buyers who see your home, the better.

## STAY TIDY

Tidy up before an open house and every showing.

## TALK TO YOUR AGENT

Provide maintenance and upgrade records and let your agent know if you have any questions or concerns along the way.

# IN CONTRACT

## OFFERS

Our experience and skills help us negotiate the best deal for you.

## TERMS & CONDITIONS

Earnest money, closing costs, appraisal clauses, and inspection and remedy periods are all negotiable.

## MULTIPLE OFFERS & ESCALATIONS

Multiple offers and escalation clauses can raise net profit if agents employ proper negotiation strategies.

*We keep track of everything*

We have a transaction manager who keeps track of every contract, all the dates, and all other important information to make sure nothing falls through the cracks — all using our online dashboard.

**BRIVITY**  
123 Anywhere Pl, Grove City, OH 43123

**Listing**  
Address: 123 Anywhere Pl, Grove City, OH 43123  
Price: \$99,900  
MLS#: 123456789  
Status: Sold  
Published: 10/1/2023  
Days: 31  
Last Updated: 10/30/2023

**Team**  
Clist Ford  
Listing Agent

**Viewers**  
Ben Blake  
John  
Jane Roberts  
Title Company

**Timeline**  
09/29/2023: Fixtures and Equipment: Dishwasher, Electric Dryer, Hotpack, Electric Range, Refrigerator, Water Filtration System, Vault security system as seen at showing on 9/27/23.  
10/04/2023: Open house scheduled for Thursday, posted on social media.  
10/05/2023: Created Open House and Just Listed Facebook and Instagram posts.  
10/05/2023: Promoted New Listing post on Facebook and Instagram for 10 days. Estimated reach of 538 - 1.6K and 14 - 90-65K.  
10/05/2023: Handled out 40 door hangers to invite neighbors and anyone they know who might be interested in the open house on Thursday.

**Documents**  
Amanda Ford uploaded a document: Addendum.pdf  
Amanda Ford uploaded a document: Offer.pdf  
Amanda Ford uploaded a document: Listing Paperwork.pdf



# INSPECTION, REMEDIES & APPRAISAL

## INSPECTION PERIOD

If your contract allows for a home inspection, the buyer hires a professional inspector to evaluate the condition of the home to assess the overall condition of the home, including its structural elements, systems (such as electrical, plumbing, and HVAC), and potential issues or defects. The inspector examines both the interior and exterior of the property, looking for any signs of damage, safety concerns, or areas in need of repair. Buyers may order additional inspections such as for radon, insects, well and septic systems, or other specialized reports.

## REMEDY PERIOD

A remedy period is a designated time frame after a home inspection where the buyer can request repairs or negotiate remedies for issues found. Sellers have the opportunity to address these requests and work towards a resolution before moving forward with the sale.

## APPRAISALS

An appraisal, usually completed when a buyer is securing a loan to purchase a property, is a professional assessment of a property's value. An appraiser considers factors such as the property's condition, location, comparable sales in the area, and other relevant market data. The appraisal helps to ensure that the agreed-upon purchase price aligns with the property's market value. For sellers, the appraisal outcome can impact the sale, as it determines the maximum amount the lender is willing to finance for the buyer. It is essential for sellers to prepare their property by making necessary repairs and presenting it in the best possible condition to increase the likelihood of a favorable appraisal.

While not encouraged, buyers may terminate a contract or ask for remedies even if a property is sold as-is or there is no remedy period, if an inspection report reveals defects.

# CLOSING

On or before the closing date, the buyers and the sellers sign documents, transfer funds, and arrange for property transfer on the possession date according to the contract.

## POTENTIAL CLOSING COSTS (Not all-inclusive)

- Title insurance policy
- Home warranty
- Real estate brokerage commissions
- Remaining balance on mortgage
- Property taxes
- Any unpaid assessments, penalties or claims against your property

## ITEMS TO BRING TO CLOSING

- Government issued photo ID
  - All keys and garage openers
  - Bank account details for proceeds
- ★ If the possession date is different than the closing date, your agent will work with you and the buyer's agent to arrange the time and transfer of keys.

## REVIEW

Now is the time to review your real estate agent.

Real estate agents count on positive reviews to continue our business. We really appreciate your feedback on Google, Facebook & Zillow.



*We aim for a five-star level of service*

# MOVING

Get yourself organized and make moving houses easy with this checklist.

## *4 Weeks Out*

- ☐ Schedule movers or moving truck
- ☐ Reserve storage unit
- ☐ Donate or sell unwanted items
- ☐ Buy boxes, tape & moving supplies
- ☐ Acquire school transcripts
- ☐ Schedule time off work
- ☐ Contact services to cancel/transfer
  - ☐ Gas    ☐ Electric    ☐ Water
  - ☐ Trash    ☐ Internet    ☐ Cable
  - ☐ Phone    ☐ Security System
  - ☐ Pest    ☐ Lawn Care
  - ☐ Cleaning

## *Moving Day*

- ☐ Arrange help for kids & pets
- ☐ Sweep, mop & vacuum
- ☐ Take out trash
- ☐ Review home one last time
- ☐ Lock all doors and windows
- ☐ Pay and tip your movers

## *1-3 Weeks Out*

- ☐ Pack (start with non-essential items)
- ☐ Label boxes by room
- ☐ Notify credit card companies
- ☐ Notify insurance companies
- ☐ Share new address with contacts
- ☐ Submit change of address
  - ☐ USPS    ☐ Insurance    ☐ PayPal
  - ☐ Work    ☐ Schools    ☐ Doctors
  - ☐ Loans    ☐ Drivers License
  - ☐ Banks    ☐ Credit Cards
  - ☐ IRS    ☐ Social Security
  - ☐ Subscription    ☐ Voter Registration

## *After the Move*

- ☐ Unpack and organize
- ☐ Confirm your new address with all
- ☐ Confirm all service transfers

# OUR REVIEWS



*I would not hesitate to recommend Clint Ford and his group! Clint is very knowledgeable, truthful and has excellent communication skills - all these skills are necessary to be a good real estate agent. Clint did a great job from start to finish for the sale of my home and I highly recommend him if you are looking for a Realtor.*



*Katie was nothing short of amazing, patient, thorough, understanding, and kind. She stuck with us for over 6 months trying to find a house that would fit our situation. She showed us many houses and would ask our opinion on new ones that hit the market. I look forward to doing business with Katie again!*



*We want to thank Lacy from the bottom of our hearts. This house was my childhood home it is a sad but happy day for me. I can't thank Lacy enough for all her help. I would definitely recommend her to all my family and friends if they ever want to sell their home. She is amazing and a great team player.*

## READY TO LIST?

*We'd love the chance to help*



[care@clintafor.com](mailto:care@clintafor.com)



(614) 500-7005



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*Schedule an appointment*





THE FORD GROUP



COLDWELL BANKER  
REALTY



*From the moment  
The Ford Group came  
to look at our home to  
potentially list it, I knew  
they were the agents for us.  
We were very impressed  
with how easily we could  
reach them if we needed  
them to answer questions  
or if we had concerns.*