



# SELLER'S

*By Ana Teresa Rodriguez*

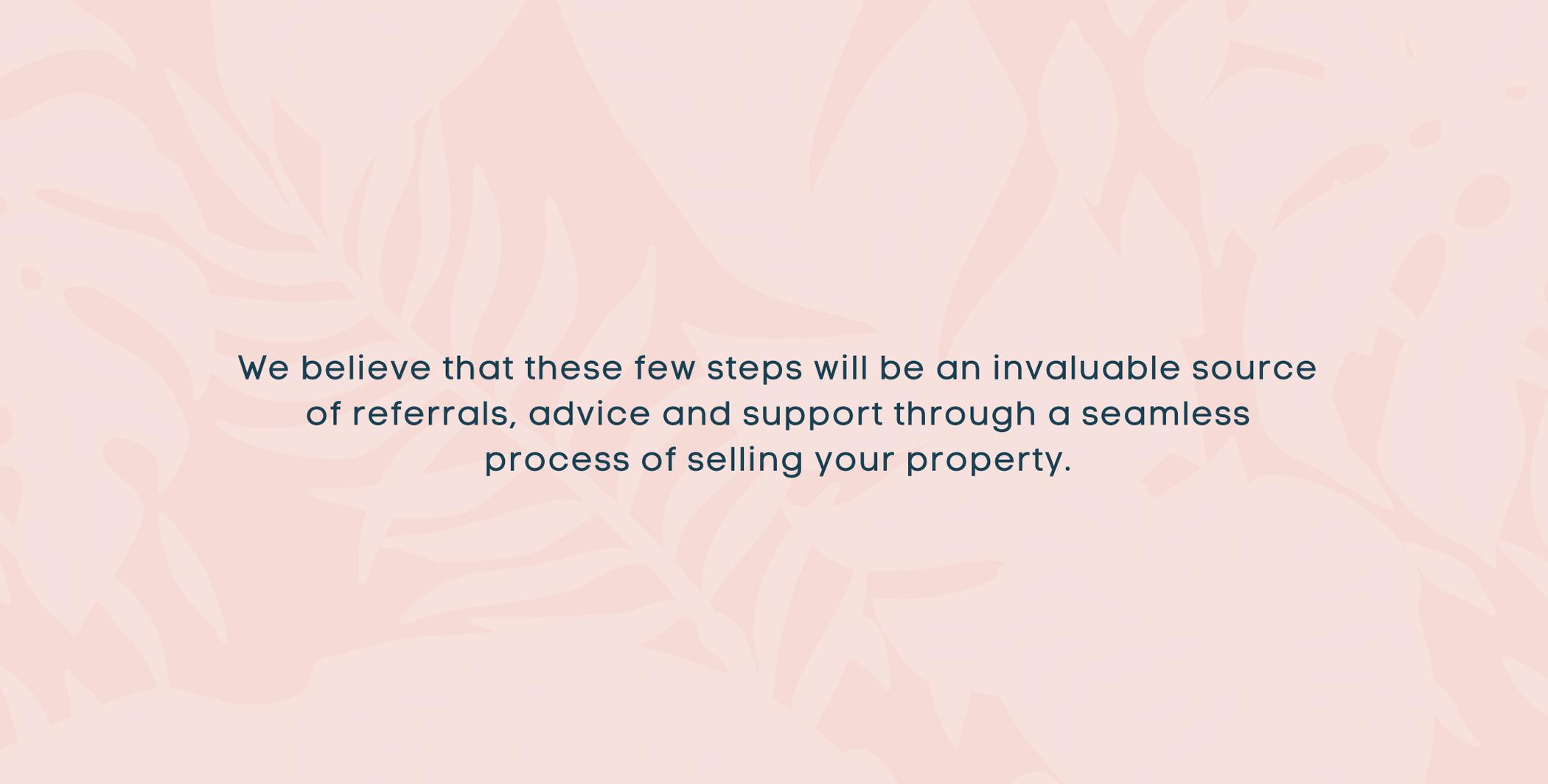


[www.ATRLuxuryHomes.com](http://www.ATRLuxuryHomes.com)

**+1.786.442.5309**

An illustration of three palm trees in white line-art style, set against a light pink background with faint, larger-scale palm tree silhouettes. The trees are of varying heights and are positioned in the upper half of the frame.

*Your Real Estate must read Guide before  
you sell your Home in South Florida*



We believe that these few steps will be an invaluable source of referrals, advice and support through a seamless process of selling your property.



## Know More About Me

Ana Teresa's keen, out-of-the-box marketing resources, unparalleled real estate expertise, chiseled negotiating skills and unsurpassed client dedication has resulted in numerous awards including recognition as the 2010 Coldwell Banker Top Producer, membership into the exclusive President's Circle affiliation since 2011 and Office Leader in listings and closed sales multiple times. Her unique image branding and international marketing approach, coupled with Coldwell Banker Previews' resources, create a one-of-a-kind real estate experience producing amazing results for her clients. Her impressive business acumen, outstanding sales record and passion for people and community have created a powerful synergy of award-winning success for her and her clients. Ana Teresa is the sought after authority on residential real estate throughout South Florida.



**ARE YOU READY TO SELL?**



## SOME SUGGESTIONS:

- Remove clutter
- Hide photos
- Clean closets
- Remove oversized
- furniture
- Clean

*Remember, if selling is the right thing for you, it's worth it!*

Selling your house is a big decision, so you need to be cautious about it.

You will need to consider if you are ready for a home that better suits your lifestyle and of course if you are emotionally ready too.

If you're ready to make a move, you want to do it the smart way. And a little effort and preparation time before a home showing helps tremendously when selling a home. It reduces the listing time and can result in more money for you, the seller.

A few touch-ups go a long way toward a favorable buyer impression. Tour your home like a buyer and make notes on what they might see, then repair or replace those items.



# STEPS TO SELL YOUR HOME



#1

CHOOSE YOUR AGENT

#2

FIND OUT HOW MUCH YOUR HOME IS WORTH

#3

PREPARE YOUR HOME

#4

MARKET AND SHOW YOUR HOME

#5

RECEIVE PURCHASE OFFERS AND NEGOTIATE

#6

OPEN AN ESCROW AND ORDER A TITLE POLICY

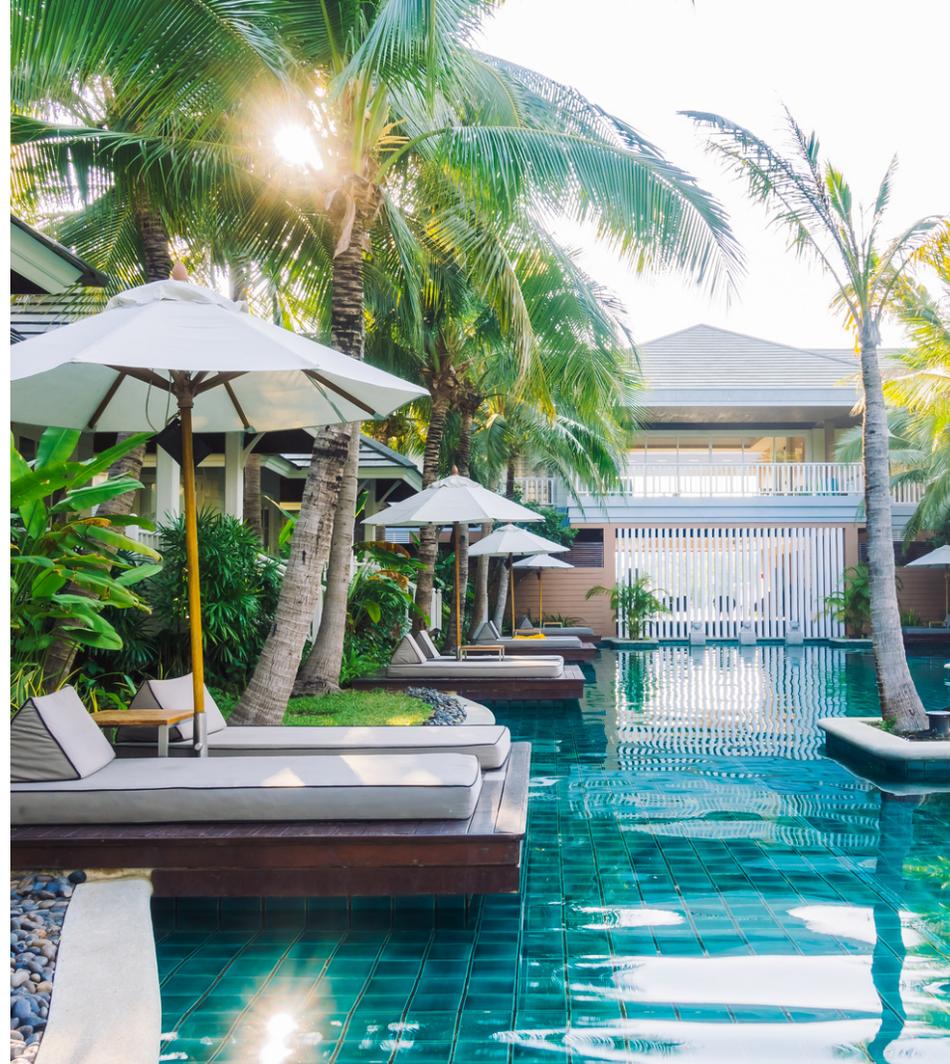
#7

SCHEDULE AN APPRAISAL



**TOP 10 WAYS TO PREPARE YOUR  
HOME FOR SALE**

Real estate agents often prepare an informal presentation for you in your home. This allows the agent to see the property in person and explain how they can best represent your home. Keep a list of questions handy and add to it as needed.



# Ways to prepare your house

## SMELLS

Make sure your home doesn't have any lingering smells from pets or food.

## GARBAGE CANS

Empty and wash them out once each week with disinfectant.

## CLUTTER

Clean the clutter, especially from stairs, entryways and closets. You want to highlight your home's features, not draw attention to the messes.

## REPAINT

Neutral colors like tans and whites allow buyers to focus on the home's spaces rather than its colors.

## PERSONAL ITEMS

Remove them from walls and appliances, so buyers can envision themselves in your house.

## LIGHT

Open the window, curtains or blinds to let in the natural light and add floor and table lamps to dim areas to make the home feel more inviting, spacious and cheery.

## FURNITURE

Get rid of bulky, oversized furniture that make the space look smaller than it is.

## CLOSETS

Storage space is a huge selling point, so organize the closets and invest in organizers that won't make the space look stuffed and cramped.

## BATHROOMS

Bathrooms are a major selling point in a home. Turn yours into a spa by giving them a luxurious, relaxing feel. Add scented candles, faux plants, washcloths tied with ribbon, matching towels and bath mats, etc. Make sure the cabinets, mirrors, countertops and hardware are all clean.



# PHYSICAL INSPECTIONS



PROSPECTIVE BUYERS AND SELLERS SHOULD CONSIDER THE IMPORTANCE OF HOME INSPECTIONS, WHICH WILL VARY IN COST AND INTENSITY BASED ON THE SIZE AND TYPE OF PROPERTY INVOLVED.

# *A certified home inspector will check the following*

## STRUCTURE

A home's foundation and frame.

## EXTERIOR

Condition of sidewalk, driveway, steps, windows and doors.

## ROOFING

Consider the age, flashing conditions, draining systems, shingle condition, gutter status, skylight and chimney status.

## PLUMBING

Examination of water supply and drainage, water heater, drainage, sump pump and fuel storage. Examination includes water pressure, pipes, rust spots and corrosion.

## ELECTRICAL

Safe wiring to include service entrance wires, service panels, breakers, fuses, disconnects and outlets.

## HEATING SYSTEM

Includes vents, flues and chimneys.

## AIR CONDITIONING

Includes the home cooling system, equipment and energy source.

## INTERIORS

Check for plumbing leaks, insect damage, water damage and construction defects, among others.

## VENTILATION/INSULATION

Adequate insulation and ventilation prevents energy loss. Excess moisture results in mold and water damage.



CLOSING COSTS WHEN SELLING  
A HOME

### Mortgage Payoff Balance

The seller's existing home loan balance, second mortgage balance and home equity lines of credit balances.

### Loan Payoff Fee

Administrative fee charged by lender to pay off the loan.

### Lien Release

Holds placed on your property for money owed to contractors or for court judgments or property taxes. These amounts must be paid prior to closing.

### Prepayment Penalty

Fee for paying off your loan early.

### Recording Fees

Fees paid to document debts on property have been fully-paid.

### Commissions

Fees paid to listing and selling agents for arranging the sale, typically 6% of the sales price that gets split equally between the buyer's and seller's brokerages, who pay the actual agents.

### Notary Fees

Fees charged by notary to verify identity of document signers.





### Escrow Fees

Fees paid to intermediary between buyer and seller who handles the money. The escrow agents receive the money from the lender, pay all costs, collect deposits and distribute the proceeds to the lender/seller. Can be split with the buyer.

### Title Search

Fees Proof that the seller has the legal right to sell the home. Title companies search public records and produce a title insurance commitment. This states that the seller owns the home and details any liens or holds affecting title to the home.

### Seller Concession

Something the seller agrees to or gives up in order to assist the buyer with paying their closing costs.

### Repairs

Work the seller must complete prior to the sale either resulting from buyer negotiation or lender condition.

### Home Warranty

A protection plan for the buyer's first year in the home.

### Termite Letter

Documentation in some parts of the country that states the home is free from termites.



# FIRPTA FOR SELLERS

FIRPTA is the Foreign Investment in Real Property Tax Act of 1980.  
It is a tax law that applies to foreign persons who are disposing of U.S. property.

A SALE OF U.S. PROPERTY  
BY A FOREIGN INDIVIDUAL OR  
COMPANY IS SUBJECT TO  
THE FIRPTA  
INCOME TAX WITHHOLDING.



BUYERS MUST DEDUCT AND WITHHOLD AN AMOUNT EQUAL TO 10% OF THE TOTAL QUANTITY REALIZED BY THE FOREIGN PERSON ON THE SALE, GENERALLY THE AMOUNT PAID FOR THE PROPERTY.

THIS IS USUALLY DONE BY THE BUYER'S CLOSING AGENT THROUGH THE USE OF AN ESCROW ACCOUNT UNTIL THE SELLER PROVIDES HIS TAX RETURN IN JANUARY OF THE YEAR AFTER THE SALE, SHOWING THE EXACT AMOUNT OF INCOME TAX.

THIS AMOUNT IS TYPICALLY LESS THAN 10%, RESULTING IN A REFUND TO THE SELLER BY THE IRS.





## 3 MISTAKES TO AVOID WHEN SELLING YOUR HOME

*Knowing this mistakes can help you avoid some of the most common and costly mishaps when selling your house.*

#### OVERPRICING

When inventory is low, it's common to think buyers will pay whatever we ask for, when we price our homes. Don't forget that the buyer's bank will send an appraisal to determine the fair value for your home. A real estate professional will help you to set the true value of your home.

#### HOME INSPECTION

It might be wise to pay a few hundred bucks for a home inspection before you even list your house. That doesn't mean you have to pay to fix it. But if you don't, buyers are definitely going to expect a discount.

#### NO STAGING YOUR HOME

It's so important to make sure you stage your home with the buyer in mind. Buyers want to envision themselves in the space, so it truly feels like their own. Stage and de-clutter your home so they can visualize their own dreams as they walk through your house. A real estate professional can help you with tips to get your home ready to stage and sell.

*And the best advise...*

# CHOOSING THE RIGHT REALTOR

How do you know what you need to look for ?

# CHOOSING THE RIGHT REALTOR

## *Here the Most Potential Interview Topics*

HOME SELLING IS A BIG DEAL SO RESEARCH REAL ESTATE AGENTS CAREFULLY. THEY WILL BE RESPONSIBLE FOR SETTING THE SALE PRICE, MARKETING, RUNNING OPEN HOUSES, SPEAKING WITH POTENTIAL BUYERS AND ASSISTING YOU THROUGH THE SALES PROCESS. ASK FRIENDS AND NEIGHBORS FOR PERSONAL RECOMMENDATIONS, BUT TAKE THE TIME TO INTERVIEW SEVERAL AGENTS PRIOR TO MAKING A DECISION.

### Experience and education

Look for someone with the experience and the skills to face unexpected challenges.

### Employability

Look for someone who is easy to contact and communicate with, as well as someone who's available when you need them.

### Prior sales price range

Look for someone who typically works with homes in your price range to ensure market familiarity.

### Quantity of homes sold in last year

Look for someone with a manageable volume of properties. You want someone who can provide you with personalized attention.

### Neighborhood familiarity

Look for someone who lives in or works in your area, to ensure market and buyer familiarity.

### Quantity of homes sold in seller's neighborhood

Word of mouth spreads and familiarity with your neighborhood can help you sell your home.

### Difference between average asking price and final sales price

Look for someone who prices homes realistically.

A photograph of the Miami skyline at night, featuring several illuminated high-rise buildings along the waterfront. The word "Miami" is written in a large, glowing, cursive font in the upper left corner of the image.

# Miami

## Marketability of home

Marketing involves more than an MLS listing. Look for other website usage and a good marketing plan.

## Home negatives

Look for someone who's going to be honest with you regarding the drawbacks of selling your home.

## Team-based or lone wolf

You want to know how involved your agent will be in your transaction or which others from his team will be. Look for someone capable of providing you with the individualized attention you want.

## Other clients

Look for someone who has time for you, which can vary depending upon whether you've been through this before or you're a novice who needs your hand held.

## Support staff and resources

Make sure the agent has the appropriate people for what you need whether technological, marketing or legal.

## Communication

Look for someone who will provide you with frequent updates and is available for questions.

## References

Ask for the names and phone numbers of the 3 most-recent clients to confirm their satisfaction.

*#LivingTheRealDream*

CEL +(786) 442-5309

OFFICE +(786) 723 6041

ana@atrluxuryhomes.com

Luxury Real Estate Expert

Coldwell Banker Florida TOP 100

Previews-Luxury Home Marketing Specialist

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

**Ana Teresa Rodriguez**

Realtor Luxury Real Estate Expert  
ATR Luxury Homes founder

CEL +(786) 442-5309 OFFICE +(786) 723 6041

Email: [Ana@ATR/LuxuryHomes.com](mailto:Ana@ATR/LuxuryHomes.com)

Social Media: [@ATRLuxuryHomes](https://www.instagram.com/ATRLuxuryHomes)

*#LivingTheRealDream*

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