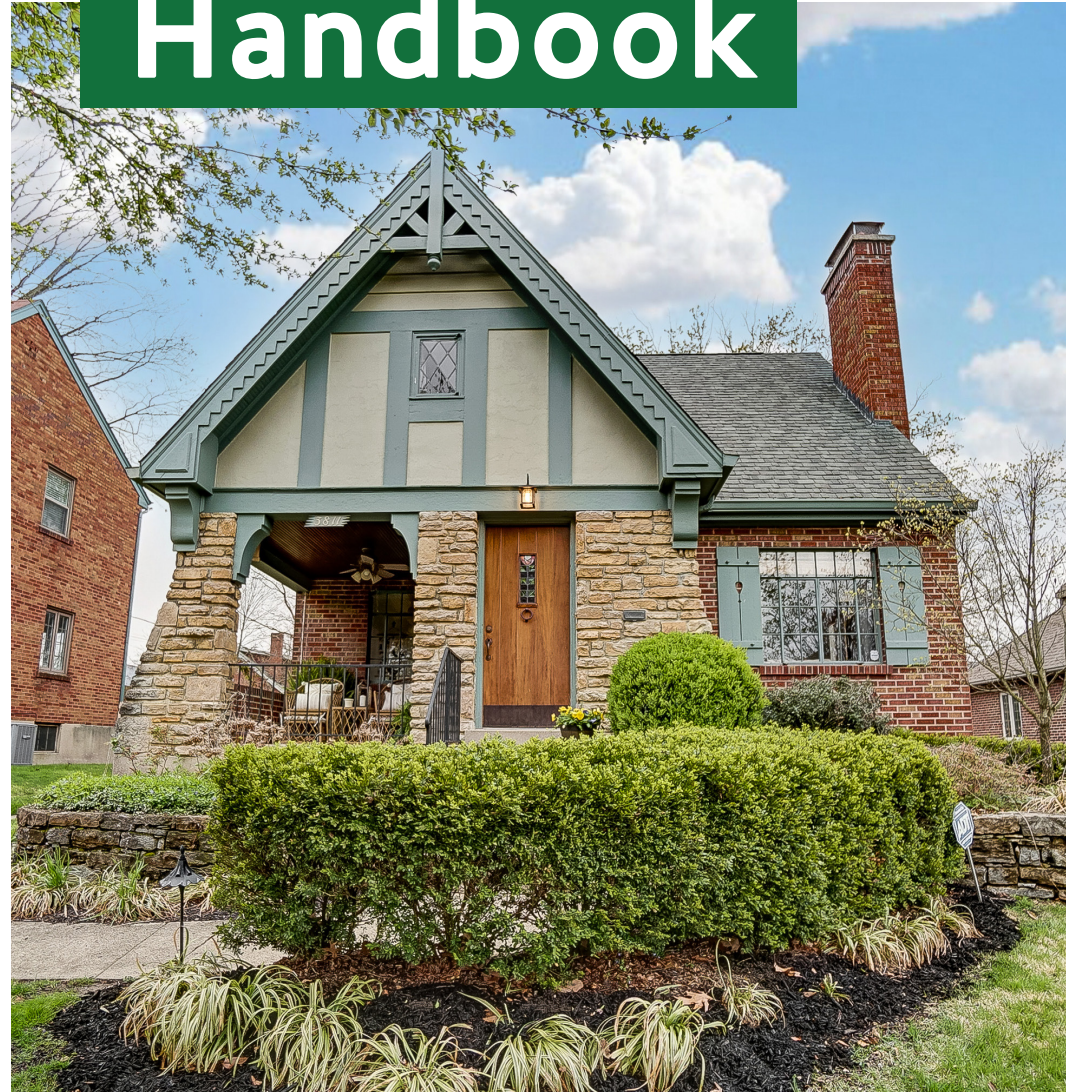


Seller's Handbook



Let's make a Smart Move!



THE
BLENK TEAM™
with Comey & Shepherd

Table of Contents

- 3 Welcome
- 4 Meet the Team
- 6 Why Choose the Blenk Team?
- 7 Do I Need a Realtor?
- 8 What to Expect When Listing Your Home
- 10 How to Prepare Your Home for Sale
- 14 Preparing Your Home for a Photo Shoot
- 16 Preparing for Showings
- 18 What Makes a Strong Offer?
- 20 Inclusions with the Sale
- 21 What to Expect at Closing
- 22 Frequently Asked Questions
- 23 Notes & Questions
- 24 Contact Us!



Welcome

MAKING A MOVE IS A BIG DEAL!

Allow us to assist you as you navigate your way through the various decisions. Our expertise includes: a proven process for buying and/or selling; providing trusted partners from lenders to inspectors to roofers to movers, and answering any and ALL questions.

We will provide the information you need, dig deeper to find what may not be readily available, and celebrate each step along the way. The closing table does not mark an end to our relationship... We look forward to a partnership that extends into the future!





Meet The Team

Molly Blenk | **Lead Agent**



molly@theblenkteam.com | 513.218.3295

After several years in community organizing and teaching at Northern Kentucky University, Molly became licensed as a real estate agent in 2010. She leveraged her experience to learn her trade, develop a process, and ask lots of questions. She was recognized as Comey & Shepherd's "Rookie of the Year in

her first year and has received numerous company and board recognitions since then. She believes it is important to provide value in each interaction, to stay positive, and to be in the flow. She and her husband, Erick, live in Amberley Village and have 3 children: Abby, Conor, and Fiona.

Erin Fay | **Licensed Agent & Buyer's Specialist**



erin@epfrealestate.com | 513.608.0774

Erin's passion shines through in everything she does. She was voted Cincinnati's CityBeat "Realtor of the Year" in 2018. As her client, you can trust Erin to hear what you say and guide you in the right direction. Born and raised in Cincinnati, Erin loves all things real estate, and

she works hard to find the right home for each of her clients. Licensed in Ohio and Kentucky, Erin currently resides in Pleasant Ridge with her son, Eli, and is an active volunteer in her community.

Erick Blenk | **Licensed Agent & Marketing Director**

erick@theblenkteam.com | 513.218.3287

In 2015, Erick left the consulting world to join the "family business." With an extensive background in economic development, financial services, and technology project management, Erick understands that there are both business and personal decisions to be made in buying and selling homes.

He strives to provide clients with the right information at the right time to help move the process forward. Erick has lived in multiple communities in the Greater Cincinnati area over the last thirty years and is constantly exploring the region to find each community's hidden gems.



Christina Von Handorf | **Licensed Assistant**

christina@theblenkteam.com | 610.442.1344

Christina joined The Blenk Team in 2019 and makes the magic happen behind the scenes. She works closely with our partners, agents, lenders, and title companies to ensure the transactions go as smoothly as possible. Christina lives in Ft. Thomas with her husband, Von, and her sons, Conrad and Hugo.



Why Choose The Blenk Team?

WE ARE A TEAM

Our coordinated team works together to make the process as smooth as possible for you. We leverage our team's strengths and Comey & Shepherd's resources to help find solutions and generate results.

WE ARE HIGHLY CONNECTED REAL ESTATE AGENTS

Our extensive network of partners are experts in their fields to help you understand the process of selling your home. If we don't have a partner for your situation, we will find one for you.

SELLING A HOME SHOULD BE FUN!

Whether you are an individual, a couple, or a family, we believe that selling a home should be fun! There are many decisions to make along the way - our goal is to alleviate the stress and help you focus on making a positive move.

Services Provided:

- Protect Seller's interest at ALL times
- Advise and/or disclose all matters to Seller
- Compare current market conditions
- Keep Seller's financial situation, thoughts, and willingness to sell a property for less strictly confidential
- Represent Sellers on MLS listed properties and off-market properties
- Negotiate home inspection repairs, occupancy dates, and buyer credits and costs



Do I Need a Realtor?

WHAT IS A LISTING AGENT?

A Listing Agent is someone selected by you to help you prepare your home for sale, list your home on the MLS, market your home, coordinate showings, negotiate a contract on it, and get the contract to closing. The Listing Agent agrees to be your advocate, to advise you, to disclose all known information related to a property, to be reasonably available to showing agents, and any other matters related to the sale of your home. The Listing Agent is your counsel during the process. Any information shared by you is confidential. A professional Realtor is your best resource when selling a home!

HOW AGENTS ARE PAID

Many Sellers are surprised to learn that both the Listing and Buying realtors' commissions are traditionally built into the price of the home and are paid for by the Sellers at closing.

All agents split their share of their fees with their employing brokers to pay for expenses such as support staff, office space, supplies, legal counsel, marketing, etc.

Real estate agents are self-employed independent contractors. Realtors do not have company cars, expense accounts, salaries or draws, insurance, or retirement matches.

Realtors are responsible for their own professional fees, organization memberships, continuing education, taxes, and many marketing/promotional overheads. Their income comes solely from the commission they receive when closing on a home sale.

What to Expect When Listing Your Home

INITIAL CONSULTATION - What do you need to do to get your home ready to list? What is the best listing price range for your home? What is the current market climate in your area? What timeline works for you? We will discuss these questions and more!

LISTING TIMELINE - We will determine the best listing timeline with you. Will a Coming Soon campaign be utilized? What day of the week will the listing go live? All of this depends on you and when YOU will be ready for showings!

You CHOOSE Us - Let us know when you are ready and we will send you the listing documents via a program called DotLoop. All documents can be filled-in, signed, and initialed on your computer or smart device. It is fast and easy! Once completed, all documents are automatically sent back to The Blenk Team. We can also do this in person or via a conference call, if you prefer.

READY TO GO! - The Blenk Team will measure your home to collect accurate dimensions, schedule photos and meet the photographer at your home to ensure beautiful images are ready for the MLS.

LOCKBOX - A lockbox will be placed on your home with your key safely inside. Showing Agents, Appraisers, and Inspectors will use this lockbox to access the home. You will be notified of each showing, who is coming, and why they are there.



LISTING GOES LIVE ON THE MLS - Once the listing goes live on the MLS, you will receive an invitation to a program called "Showing Time." This program allows you to accept and reject showing requests via text or email. You can download the mobile app to most easily see when your home is being shown. In addition, some clients choose to leave for the first weekend of showings to allow a higher volume of showings without inconveniencing you.

FEEDBACK - We typically receive feedback on your home in the form of a short survey from the showing agent within 24-48 hours of the showing. Survey feedback will be published to you via email. If we do not hear from the agent within 48 hours, we will make a follow-up call to the agent to obtain feedback.



COMMUNICATION IS KEY - While your home is on the market, you should expect regular updates. Remember that a successful relationship includes two way communication.

WE HAVE AN OFFER! - Hooray! You have an offer that you are now negotiating! Whether it's a verbal or written offer, we will immediately contact you to discuss the offer. We will put the offer into DotLoop to collect signatures and initials on contract acceptance or changes for a counter offer. When we have multiple offers, we discuss all aspects of each offer and provide guidance allowing YOU to make the best decision.

Inspections - Once the offer is executed, the buyers will complete inspections on your home. Inspections typically happen within 10 days of contract acceptance. **You should not be home during the inspections.** We will lead you through the inspection negotiation to determine which items you may or may not need to take care of before the Closing.

How to Prepare Your Home for Sale



Preparing your home for sale can be an overwhelming task. When you consider what you need to do, try to look at your home objectively, from a buyer's point of view. Here is a helpful list to get you started:

DE-CLUTTER, DE-CLUTTER, DE-CLUTTER!

Buyers want to visualize how their own belongings will fit into their new home. Remove knickknacks, collectibles, photos, and other personal items from walls, and surfaces. Rent a storage unit for these items or consider donating them to move them completely out of your home.



CLEAN, CLEAN, CLEAN!

From top to bottom, every part of your house should be spotless. Wipe down everything including ceiling fans, walls, and floors. Have your carpets cleaned and pay close attention to bathrooms. Buyers LOVE to see sparkling clean bathrooms. Floors should be cleared, even inside pantries and closets. If you need help, we can recommend a partner of ours who specializes in preparing homes for sale.

SPRUCE UP THE ENTRANCE/FOYER!

A low-cost way to instantly freshen up your home is to focus on the front entryway. A new doormat, a fresh coat of paint for the front door, and some bright potted flowers go a long way in creating a great first impression.



CREATE LOTS OF LIGHT

Turn on all lamps and open all blinds and curtains to let in as much light as possible. Replace any burned out light bulbs. Well lit rooms appear more spacious than dimly lit rooms.



CLEAN OUT YOUR CLOSETS!

Buyers will look in closets. A neatly organized closet will appear larger and more spacious. If a closet is overflowing or stuffed with your belongings, it will give the impression there is little storage.

REMOVE LARGE & BULKY FURNITURE!

Too much furniture, or furniture that is too large for a space, will make it appear much smaller. Remove large pieces of furniture and replace them with vignettes of smaller pieces to create pleasant focal points in your rooms, and to allow Buyers to move about your home freely.



FINISH THE "TO DO" LIST!

All repairs that you have been planning on doing should be done before it goes on the market. You want to put your best foot forward on listing day! Buyers are evaluating everything in your home and even a leaky faucet can give the impression that bigger problems are lurking.



AVOID STRONG SMELLS!

You want your home to smell neutral or warm and inviting. While your house is for sale, avoid cooking foods with strong scents, move the cat's litter box outside for showings, and don't overpower your home with air fresheners. The day of a showing decorate with fresh flowers and/or bake a batch of fresh chocolate chip cookies to make your home smell appealing.



BOOST CURB APPEAL!

Thoroughly pressure wash all outside surfaces. Replace things like rotted wood trim, and damaged or non-functional outdoor lighting. Refresh the exterior paint, spruce up outdoor furniture or completely remove items, and ensure all outdoor lighting is operating appropriately. Keep landscaping well manicured. Place a few bright flowers around your patio.



NEUTRALIZE PAINT COLORS!

Bright colors are fine, but Buyers are looking for a neutral palette to begin making the house their home. Consider repainting highly trendy wall colors with cream, white, or gray paint. Touch up holes and scuffs to make your home look up-to-date and clean. Freshly painted trim and neutral walls make a huge difference in a Buyer's first impression of your



TIDY UP EVERY DAY UNTIL YOUR HOME SELLS!

Once you make necessary changes, it is equally important to keep things looking clean and like a model home until it sells! Keep a container nearby to gather any miscellaneous items when a showing pops up last minute. Then, just throw the container in the back of your car while the showing is happening!



HIGHLIGHT FOCAL POINTS!

Maybe you have a cozy fireplace or a scenic view out of a large picture window. Draw the Buyer's eye to your home's unique features with well-placed furniture and/or bright accessories.



Remember, homes that show well have minimal personal items and decor on display. Buyers are excited about visualizing how their belongings would look in the house so give them the opportunity to do so!

Preparing Your Home for a Photo Shoot

Have your house ready to photograph when the photographer arrives! Follow the tips provided to prepare your space for the most effective photos:



❖ Put away all personal items and valuables. This includes, but is not limited to, bills, purses, wallets, prescription medications, jewelry, money,

❖ De-clutter all rooms. Store items in closets that will not be photographed, in the garage, or temporarily relocate them out of your home. Items between furniture or in corners should be removed.

❖ Put away all clothing items, toys, paperwork, video games, cards, etc.

❖ Clear personal items off of surfaces and walls. Pack away your favorite family photos and get them ready for your new home! Personal photos are distracting when walking through a house. You want Buyers to focus on the space. Remove items that could be controversial or that express opinions, sayings, slogans, etc.



❖ Spend extra time making your bathrooms shine from top to bottom. Put toiletry items (shampoo, soap, curlers, makeup, razors, etc.) in drawers or closets that will not be photographed.



❖ Clear off the kitchen counters. Remove storage canisters, cutting boards, and unattached appliances (toasters, blenders, etc.). Store these items away for staging.

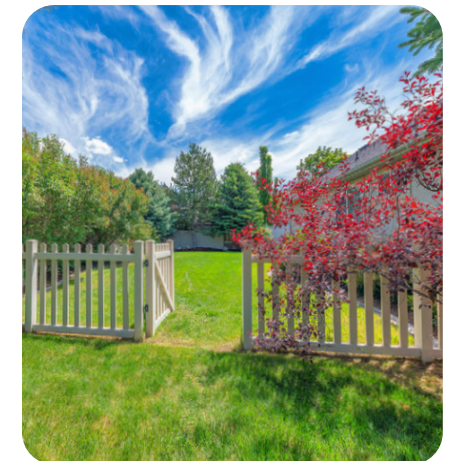
❖ Put extra food items away. Stacks of soda, alcohol, water, or bulk food items should be placed in pantry or garage.

❖ Put away all animal items, including litter boxes, beds, crates, toys, food bowls, etc.



❖ Put outdoor items away. Utilize your storage shed or garage. We don't take photos of the insides of those areas unless they are especially unique. Items include outdoor toys, lawn equipment, etc.

❖ Move cars out of the driveway and away from the front of the house so they will not appear in the photos.



Preparing for Showings

Focus on the Five Senses - Sight, Sound, Smell, Touch, & Taste - They all matter! Make each of them appealing to the Buyer from the moment they pull up to the house to when they leave.

Let the Light In! Turn on all the lights in the house, even if it is during the day. If there are options for a given room, always opt for table lamps and skip the overhead lights. If only overhead lights are available - turn them on. Open curtains, shades and blinds. Your version of "natural light" being sufficient may not be the same for a Buyer. We would rather have too much light than not enough.

Play Music! Can you have some music playing? If you choose to do this, pick something very neutral playing softly in the background. One Buyer chose a jazz station and we received feedback that the beat was very quick and rushed them through the showing. While you can't please everyone, some soft, easy music is a nice touch!

Avoid Strong Smells. Avoid having heavy or strong scents in the house. Be conscious of what you cook, and what your family and/or pets are doing in the house during showing season. If you cannot get rid of a smell, do not use a product like a plug-in air freshener. The best thing to do is light a candle (we can ask realtors to blow them out when they leave) and place them in a high spot in the event there are children at the showing, or try cooking something that has an inviting aroma. A favorite technique is to bake cookies and leave some on a plate near the marketing materials. (Slice and bake is fine!)

Store Personal Items. Any prescription drugs, jewelry, or valuable items should be removed or placed safely away from the public eye.

Consider Safety. Remove anything from the home that could be dangerous to a potential Buyer - sharp objects on the counter or in a workshop area, guns, trip hazards. If you have baby gates, remove them, leave them open, or have specific directions somewhere on how to open and close them.

Be a Good Host. Sometimes Buyers and/or their Agents have to use the restroom during a showing. Please have toilet paper available and an extra roll nearby. Also, refill your hand soap and have a clean towel available. Even in vacant homes, this small gesture goes a long way.





What Makes a Strong Offer?

In today's market, we see Buyers and their Agents use different techniques to strengthen their offers and make them stand out in a competitive situation. It is important to understand these techniques in order to thoroughly compare multiple offers. We vow to explain in great detail each offer that is received so that you can make the best decision about your home.

<p>Offer Price</p> <ul style="list-style-type: none"> • Buyer offers their highest price with the initial offer. • Adding an escalation clause to raise the price in increments over any "next best" offer, capping the maximum price willing to pay. • Adding an escalation clause to raise the price in increments over any "next best" offer without capping the maximum price willing to pay. 	<p>Earnest Money</p> <ul style="list-style-type: none"> • Offering 1% of the Purchase Price • Offering 2% of the Purchase Price • Offering non-refundable earnest money (payable to Seller). • Offering a portion of the earnest money be non-refundable (payable to the seller) and additional amounts of earnest money at the removal of contingencies (i.e. inspection, appraisal) 	<p>Net to Seller</p> <ul style="list-style-type: none"> • Not requesting for Seller-paid closing costs on behalf of the purchaser. • Not requesting for Seller to pay for home warranty on behalf of the purchaser. • Not requesting for Seller to pay for Owner's Title Insurance. • Offering to accept short proration of property taxes.
<p>Financing</p> <ul style="list-style-type: none"> • Offering to get pre-qualified by lender of Seller's choice. • Buyer can still pursue financing with whomever they would like. • Offering "0" or 1-2 days for Intent To Proceed. • Offering "0" or 1-2 days for Conditional Loan approval because Buyer has selected lender and provided all documents for "creditworthiness", loan is only subject to appraisal 	<p>HOA Documents</p> <ul style="list-style-type: none"> • Offering to reduce the time to terminate over review of documents. • Offering to waive termination as a result of HOA document review. 	<p>Appraisal</p> <ul style="list-style-type: none"> • Offering to cover any gap in appraisal between the appraised value and the agreed upon purchase price. • Offering to waive a gap of up to \$_____ in appraisal between the appraised value and the agreed upon sales price. • Offering to pay the gap between list price and over list price up to \$_____ but the property must appraise for at least the list price.
<p>Inspections</p> <ul style="list-style-type: none"> • Offering to conduct whole house inspection (unlimited) with or without consideration and settlement periods (a.k.a. Buying as is). • Offering to conduct limited inspections with or without consideration and settlement period. • Offering to conduct whole house or limited inspections but cap the dollar amount of repairs that would be requested (e.g. no individual repair under \$___). • Offering to waive all inspections. 	<p>Insurance</p> <ul style="list-style-type: none"> • Offering to reduce the number of days for the insurance contingency • Offering to waive the insurance contingency. 	<p>Closing & Possession</p> <ul style="list-style-type: none"> • Offering to close and take occupancy at closing. • Offering to close and provide seller occupancy for a period of time with rent paid to buyer. • Offering to close and provide seller occupancy for a period of time "free of rent".



Inclusions with the Sale

- Electrical
- Plumbing
- Heating & air conditioning equipment, including window units
- Bathroom mirrors & fixtures
- Curtains, shades, & blinds
- Window rods
- Awnings
- Storm windows & doors
- Window & door screens
- Shrubbery & landscaping
- Affixed mirrors & floor coverings
- Wall-to-wall, inlaid, & stair carpeting (attached or otherwise)
- Fireplace inserts, screens, & doors
- Wood stove
- Gas logs & starters
- Television mounting brackets (excluding televisions)
- Aerials, rotor operating boxes, and satellite dishes (including no-leased components)
- Water softeners
- Water purifiers
- Central vacuum systems & equipment
- Garage door openers & operating devices
- Appliances, ranges, ovens, microwaves, refrigerators, dishwashers
- Garbage disposals & trash compactors
- Humidifiers
- Security alarm systems & controls
- Swing sets & outdoor play sets
- Affixed basketball backboard & pole
- Oil & propane tanks
- Electric underground fencing transmitter & receiver collars
- Parking space number(s)
- Storage units

TIP: You can **EXCLUDE** items that you want to keep. It is important that these items are clearly noted in the final **CONTRACT TO PURCHASE**, to avoid confusion.

What to Expect at Closing

The Closing is the culmination of your journey as the home owner(s) and the transition to your next chapter. At the closing you will sign the transfer documents and the deed. It is also the time you will receive payment for the property and provide the Buyer(s) with the keys to their new home. This is also the best time to provide information about warranties that transfer with the property (roof, windows, etc.).

WHO WILL BE THERE?

- The Buyer(s)
- The Buyer's Agent
- The Mortgage Officer (Occasionally)
- The Seller(s)
- The Seller's Listing Agent
- The Closing Attorney or Title Company Representative

WHAT YOU WILL NEED:

- Your Driver's License or Other Valid, Government Issued Photo ID
- The house keys, mailbox keys, garage door openers, etc.
- If applicable, all co-owners need to be present to sign documents.



Frequently Asked Questions

DO I NEED TO BE HOME FOR THE INSPECTIONS?

No. Actually we prefer that you are NOT present for the inspections. This is a time for the Buyer to freely ask questions and talk openly to their inspector. Many inspectors require homeowners to vacate.

DO I NEED TO BE HOME FOR THE APPRAISER?

No, you do not need to be home, but it is okay if you are home. These appointments typically take 20 minutes or so. Your home does not need to be “show ready” for the appraiser but it should be clean and tidy.

HOW WILL THE BUYER KNOW I COMPLETED THE INSPECTION ITEMS I AGREED TO FIX?

You will send copies of the paid invoices to Christina Von Handorf that show what was completed in the home. Be aware that professional/licensed contractors are typically required to do the repairs

WILL THE BUYERS DO A FINAL WALK-THROUGH?

All Buyers have the option to do a walk-through within two days of closing. At that point, they are looking to ensure inspection items were completed and that the home is in the same condition as when they last saw it, which was likely the inspection.

Contact Us!

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