



# GUIDE TO SELLING YOUR HOME

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UNLOCK POTENTIAL. BUILD COMMUNITY

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# MEET THE TEAM

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THE SCHOENROCK GRIFFITH GROUP | REALTORS | WA+ID



## **Kolby Schoenrock**

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Kolby started his career in Real Estate as a Residential Appraiser in 2012. As a residential appraiser, he averaged 250 appraisals per year and has become an expert in valuing real estate. Kolby, his wife Jenna, daughter, Louisa, and son, Lyle, live in Sandpoint, Idaho where they spend time mountain biking, skiing, and doing youth ministry through YoungLife.

## **Branden Griffith**

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Branden joined Kolby in 2021 as a self-described “professional house nerd.” He loves the opportunity to walk through homes with clients to dream about their potential! Branden, his wife Katherine, their son, Stone, daughter, Marigold, two dogs, and a cat live on Spokane’s South Hill and love to spend time on their bikes, eating good food, and exploring the best of what Spokane has to offer!

# UNLOCK POTENTIAL

Using our expertise, hard work and an unrivaled dedication to helping you get to where you want to go in Real Estate, we will unlock potential opportunities maybe you didn't even realize were possible.

# BUILD COMMUNITY

Our heart for Spokane and North Idaho is for community to grow and for people to know and love the people who move here. We encourage and equip everyone we work with to know their neighbors and serve their community with love!

Through our weekly newsletter, Small Town Spokane, we send updates about what's going on in the Spokane region and share opportunities to connect and build community with those around you!



SCAN TO SIGN UP FOR  
SMALL TOWN SPOKANE

# ABOUT YOU

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*We love to get to know the people we work with! It's the best part of the job.  
Please fill out this form, tear it out, and we'll ask for it at our next appointment!*

NAME(S): \_\_\_\_\_

BIRTHDAY(S): \_\_\_\_\_

WHAT DO YOU DO? \_\_\_\_\_

KIDS NAMES: \_\_\_\_\_

FAVORITE FOODS: \_\_\_\_\_

FAVORITE CANDY: \_\_\_\_\_

WINE OR BEER: \_\_\_\_\_  
*(or neither)*

HOBBIES: \_\_\_\_\_

FAVORITE RESTAURANT: \_\_\_\_\_

BEST EVER VACATION: \_\_\_\_\_

COFFEE ORDER: \_\_\_\_\_

FAVORITE NON-PROFIT: \_\_\_\_\_



# PRE-LISTING PREP

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We will work hard to match the time and effort it takes to prepare your home for market with the current pace of buyer activity so you can achieve the best results from your sale. Below is a sample listing timeline which may vary for your property based on a number of factors.

## 04 WEEKS TO LIST

Listing agreement signed

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Staging consultation done (Optional)

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Pre-inspection conducted (Optional)

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Paint or repair jobs begun

## 03 WEEKS TO LIST

House cleaning / de-cluttering started

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Landscaping finessed and windows cleaned

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Furniture removed (as needed)

## 02 WEEKS TO LIST

Staging installation begun (as needed)

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Photo shoot conducted

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Video + 3D shoot conducted (as needed)

## 01 WEEKS TO LIST

Marketing collateral designed

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(flyers and/or brochures, email blasts, website)

# PREPARING YOUR HOME

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## REPAIR AND CLEANING CHECKLIST

For your home to make the best impression on buyers and fetch the highest possible price, we recommend making some basic repairs before we list it. We will give you a tailored checklist once we have visited your property, but here are some things you may want to consider.

### EXTERIOR

- Remove peeling and chipped paint; replace with a fresh coat.
- Fix loose trim and fencing.
- Clear gutters and downspouts.
- Make sure there is good exterior lighting and all walkway lights and front-door lanterns work.
- Clean and repair the roof as needed.
- Clear garage of clutter and tidy shelves.
- Inspect chimney for cracks and damage.

### YARD

- Mow and trim grass; re-seed and fertilize where necessary.
- Prune all overgrown trees and shrubs. Weed flower beds; remove or replace dead or diseased plants, shrubs and trees. Clean grease and oil stains from driveway.

### FRONT DOOR:

- Polish or replace the door hardware so it shines.
- Add a fresh coat of paint to get rid of nicks.
- If there is one, remove the storm or screen door.
- Make sure the doorbell operates properly and there are no squeaks when the door opens and closes.

### WINDOWS:

- Clean all windows inside and out.
- If needed, add a fresh coat of paint to the window trims and sills.
- Make sure all windows open and close easily.
- Replace cracked windowpanes and those with broken seals.
- Make sure window screens are clean and secure; replace any screens with holes or tears.





## DECKS/PATIOS:

- Paint or stain worn areas on wood decks.
- Remove grass growing in concrete cracks; sweep off debris from shrubs and trees.
- Clean all deck rails and make sure they're secure; replace missing slats or posts.
- Clean outdoor furniture.

## BEDROOMS

- Repair cracks in ceiling and walls.
- Apply a fresh coat of paint if necessary.
- Make sure wallpaper is secure.
- Clean draperies and blinds; open to maximize light.
- Put away toys, clothes, and clutter.
- Neatly make up the beds.

## BASEMENT

- Check for water penetration or dampness; call for professional repairs if necessary.
- Get rid of musty odors.
- Clean furnace, hot water heater, and drains.
- Make sure light fixtures work.
- Arrange storage area in a neat and organized manner.
- Make sure stairway handrail is secure.

## TIDY EXTRAS

- Use air fresheners or bake treats to make the house smell good.
- Plant flowers to brighten a walkway and enrich the entry.
- Remove any indoor houseplants that are brown or losing their leaves.
- Remove cars, campers and boats from the property.
- Remove extra magazines and books from tables.
- Tidy and de-clutter all closets.
- Hide or retire worn-out throw pillows.
- Store any pet supplies.

## ENTRY:

- Clean entryway floors and area rugs.
- Downsize clutter in the entry and entry closet to give the appearance of spaciousness
- Double-check entry lighting to make sure it works.

## THROUGHOUT

- Clean all floors, carpets, walls and trim.
- Replace burned-out light bulbs.
- Empty trash.
- Remove family photos, valuables, and prescriptions.

## KITCHEN

- Make sure countertops, grout, and sinks are clean and stain-free; replace grout as needed.
- Fix dripping faucets.
- Organize pantry and cupboards so they appear clean, neat and spacious.
- Clean the refrigerator and remove odors.
- Clean the oven and cook-top thoroughly.
- Set the table.

## LIVING/FAMILY/DINING ROOMS

- Give rooms a fresh coat of paint as needed.
- Repair cracks and holes in ceiling and walls.
- Make sure all wallpaper is secure.
- Repaint any woodwork that is worn or chipped.
- Clean or replace draperies and blinds; open them to maximize light.
- Make sure draperies and blinds open and close.
- Steam-clean carpets, rugs and wood flooring, removing any stains or odors.
- Remove and replace any items, such as pendant lights or draperies, that you wish to take with you.
- Put away toys and hobby supplies.

# PATH TO SELLING A HOME

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## 1. We agree to work together

We sign an exclusive listing agreement! We both fill out some paperwork about your home that gives details to potential buyers. Kolby and Branden order a preliminary title report and photography, while you prepare your home for photos and staging.

## 2. Photos (up to 2 weeks after step 1)

We will advise you on how to best prepare your home to look best for pictures and showings. Once we take the photos, we usually receive files within a couple of days. Once we have these back, we are ready to "go live!" A sign also goes up in your front yard letting passers by know it's for sale.

## 3. Listed (Up to 1 week after step 2)

Your home hits the MLS, which is then populated on all the popular websites people use each day to search for homes.

## 4. Showings

Showings begin. As agents and buyers see your newly-listed home, those with interest will reach out to schedule time to come see it. We will coordinate with you to make sure showings work with your schedule.

## 5. Offers

After some time, you will likely receive an offer. Our goal is to entice multiple offers. We will assemble and present these offers to you to review and compare, then guide you through the different components as minor details can have major impact.

## Accepted Offer!

You may decide to choose one of the offers submitted to you. Once this happens, you officially have a "Purchase and Sale Agreement," which begins the process of closing the sale. This process can take several weeks, depending on the offer and has many moving parts. Our job is to help you navigate this process and hold the buyers to the terms of the agreement and advocate for your best interests!

Once the PSA is signed, the following steps take place to work toward closing. There are many nuances to each step, but we will communicate with you weekly, if not daily, so you are aware throughout each step of the process.

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### 1. Purchase and Sale Agreement signed.

### 2. Escrow opened.

### 3. Buyer formally applies for loan and home insurance and reviews the property title. They also schedule inspection.

### 4. Home inspection completed. Buyer can choose to:

1. Accept the house as-is!
2. Buyer accepts house with conditions (typically asking for repairs or seller concessions in the form of reduced price) We will help you negotiate well, ensuring you get the best possible result
3. Buyer may terminate the contract.

### Buyer's lender orders appraisal.

Appraisers determine the market value of the home, which affects the buyer's lending. We work to make sure the appraiser has all necessary information so the home is appraised at our agreed value with the buyer.

### We are on our way to closing!

Escrow will schedule a time for you to sign. Funds will be released to you! Once the sale is recorded with the county, the buyer is officially the new owner.

# ELEMENTS OF A CONTRACT

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## WHAT TO EXPECT FROM A BUYER'S OFFER

Before an offer becomes a contract, there are many elements the buyer and seller must agree upon including price, closing date, and contingencies. Here are a few common items that must be negotiated.

### **Earnest money amount (on Form 21)**

This is the amount the buyer deposits into escrow. If for some reason the sale fails after the buyer's contingencies have expired, that money becomes yours.

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### **Financing addendum (Form 22A)**

This is a contingency that protects the buyer. Should they not be able to obtain financing, they will be able to pull out of the contract and have their earnest money refunded.

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### **Inspection addendum (Form 35)**

This is a contingency that protects the buyer. Should they be dissatisfied with the condition of the home, or if we are unable to reach an agreement on repairs or seller concessions, they will be able to pull out of the contract and have their earnest money refunded. You and the buyer will negotiate on these items throughout the inspection period, which is often up to 10 business days after mutual acceptance.

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### **Property Disclosure (Form 17)**

This is a form you fill out that discloses anything you know about the home. The buyer receives this prior to making an offer.

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### **Contingency addendum, when appropriate**

Other contingencies may be in place to protect the buyer. These could include a home sale contingency, a Title Review contingency, or many others.

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### **Addendum outlining special conditions**

If there isn't a form already made for a particular contingency the buyer would like to be protected by, they may draft their own on a separate form.

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### **Lead-based paint notification (homes built before 1978)**

For homes built before 1978, sellers are required to disclose if they know of any lead based paint in the house. Buyers are required to acknowledge this the risk that there may be lead-based paint in the home, even if the seller does not know about it.



# OUR MARKETING PLAN

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HERE ARE ALL THE WAYS WE GET YOUR PROPERTY IN FRONT OF THE RIGHT PEOPLE

## PRICE

Nothing impacts the marketability of a property more than list price! We will assist you with pricing your property based on a competitive market analysis. This will help you set the best price on your property so that it sells within your time frame.

## YARD SIGN

A "FOR SALE" sign will go in front of your property, showing anyone who drives or walk by that the home is available! For anyone dreaming of living in this neighborhood, this could be what they need to get them excited and looking!

## OFFICE SHOWING

Every week at our weekly office meeting, we virtually tour your home to other agents and highlight all the important features you have to offer. Additionally, in some locations, agents will tour your home in person! Office tours powerfully improve your exposure and marketing position.

## PRE-TITLE COMMITMENT

We will order, at our expense, a pre-title commitment to reduce your risk of any title problems at closing.

## SOCIAL MEDIA

Your home will be shared to our social media channels and into our networks. Clients and friends will see your property and be prompted to share with their friends who are looking to buy.

## PHOTOGRAPHY

We will have your property professionally photographed (at our expense), which will help buyers visualize your home before ever stepping foot inside.

## MLS + INTERNET

Your property information will be entered into the MLS (Multiple Listing Service). Zillow, Redfin, Realtor.com, and all other housing website pull data from the MLS to populate their websites!

## EMAIL

We will market your property via an email newsletter to the top 1000 agents in the region.

## STAGING (SMART MOVE+)

We will assist you with preparing your property for sale. If vacant, we will work with a local staging company to help buyers visualize what it would look like when occupied.

## 3D MATTERPORT TOUR (SMART MOVE+)

Included in our Smart Move+ plan, we will create a 3D walkthrough of your home. This provides a compelling visual experience that motivates buyers to put your home at the top of their list. This will also create a floorplan of your home.

## PRE-INSPECTION (SMART MOVE+)

Included in our Smart Move+ plan, we will have the major systems in your home inspected to reduce the risk of surprises when negotiating with a buyer, and to make your transaction smoother.

# SHOWING YOUR HOME

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## TIPS FOR A SUCCESSFUL PROPERTY TOUR:

Once your home is ready to show, we will begin marketing it to potential buyers and other real estate brokers. If possible, you'll need to leave the home when buyers are present so they feel comfortable asking their agent candid questions.



### **SUGGESTIONS**

Remove pets. Take them with you or keep them penned in the yard or garage.

Open shades and curtains to let in light

Turn on enough lights so the home is well-lit.

Remove clutter from tables and bookshelves.

Neatness makes rooms seem larger.

Put away items in the yard such as garden tools, bicycles and toys.

Turn on gas fireplaces to create a cozy atmosphere.

Grind up part of a lemon in the disposal to add a fresh smell to the kitchen.

Keep radios and TVs off, or on low volume.

Keep money and other valuables, as well as prescription medications, locked up.

# HOW TO BUY WHILE SELLING

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If you are looking to purchase a new house while still needing to sell your current one, you have several financing options to make the transition smoother.

Careful planning and research into these methods can help you time and coordinate the buy and sell process strategically.

## **MAKE A CONTINGENT OFFER**

A contingent offer allows you to make an offer that is contingent on the sale of your current home. This means you can make an offer on a new home, but do not have to complete the purchase if your home does not sell by an agreed upon date. The contingent offer removes some risk, allowing you to shop for a new home before your current one has sold.

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## **BRIDGE LOAN**

A bridge loan provides short-term financing that bridges the gap between you closing on a new home and the sale of your current home. This type of loan allows you to purchase a new home even if your current home has not sold yet. The bridge loan is repaid when your current home is sold. This option allows you to purchase a new home without having to coordinate closing dates.

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## **HOME EQUITY LOAN**

A HELOC uses the available equity in your current home as collateral for a revolving line of credit. You can draw from the HELOC to use as down payment funds on the new home purchase. When your current home sells, the HELOC is repaid. This allows you to leverage the equity in your current home to cover the down payment on a new home before the sale is finalized.

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## **RENT-BACK AGREEMENT**

Some buyers will allow the seller to rent back the home after closing for a designated period of time. This would allow you time to occupy your current home until you are able to find your next home, though these agreements can only extend for a maximum of 90 days.



# NAVIGATING HOME INSPECTIONS

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Once a buyer has decided to make an offer on your home, it may be contingent upon a professional inspection of the entire property—including improvements. The home inspector looks beyond the cosmetics to make sure that the home's general systems operate properly. The inspector will also look for large repairs that are needed and report on the condition of the home.

The standard home inspector's report will review the conditions of the home's heating and cooling systems; interior plumbing and electrical systems; the roof, attic and visible insulation; walls, ceilings, floors, windows and doors; foundation, basement and visible structures. The inspector will also look for cracks in cement walls, water stains that indicate leakage, and any indication of wood rot.

A home inspection also points out the positive aspects of a home, as well as the maintenance that will be necessary to keep it in good shape. As the seller, you can also elect to hire an inspector to evaluate your home prior to putting it on the market. Many times an inspector can point out major or minor issues with your home that you may be unaware of and that may affect its value.

We work with the best home inspection services and will be happy to give you a list of names from which to choose. Remember, no home is perfect. If problems are discovered during the inspection, we will help you negotiate through the process while protecting your interests.



# CLOSING COSTS

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## THE BUYER PAYS

- Down payment on the home
- Buyer's escrow fee (according to the contract)
- Lender's extended title insurance premium (ALTA)
- Document preparation (if applicable)
- Prorated property taxes (from date of acquisition)
- Prorated homeowner's association dues (from date of acquisition)
- Recording fees for all documents in buyer's name
- Notary fees, if applicable
- Homeowners' hazard insurance premium for first year
- Inspection fees (according to contract)
- Loan fees as agreed with lender
- Interim interest on new loan, prorated from date of funding to first payment date

## THE SELLER PAYS

- Seller's escrow fee
- Work orders, if required by lender, or agreed between parties (according to contract)
- Owner's title insurance premium
- Real estate service fees (according to contract)
- Payoff of all encumbrances (loans) in seller's name
- Prorated property taxes (prior to date of sale)
- Interest accrued by lender that is being paid
- Prepayment penalties
- Any judgments, tax liens, assessments or encumbrances placed against property title
- Any unpaid homeowner's association dues
- Loan fees that are required by the lender, based on loan types such as FHA or VA (according to contract)
- Recording charges to clear all documents of record against the seller
- Excise tax, if applicable, determined by county and based on sale price

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## THE SELLER RECEIVES:

- Utility deposits held by gas, electric, cable, telephone
- and other companies
- Prorated portion of pre-paid property taxes
- Prorated mortgage interest from payments made
- during the current month
- Fuel rebate for oil or propane remaining in storage tank
- Net proceeds after seller's share of expenses are paid

# COMMISSION SCHEDULE

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TWO GREAT PLANS TO HELP SIMPLIFY YOUR SALE

Service	Smart Move Plan (6%)	Smart Move+ Plan (7%)
Pre-Inspection	-	<input checked="" type="checkbox"/>
Staging Consultation	-	<input checked="" type="checkbox"/>
1-Year Home Warranty	-	<input checked="" type="checkbox"/>
Matterport (3D Tour)	-	<input checked="" type="checkbox"/>
High Quality Photos	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
1-Page Full Color Brochures	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Realtor.com Enhanced Listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-Title Commitment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pricing Consultation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Multiple Listing Service (MLS)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Internet Marketing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Realtor Email Direct Marketing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Virtual Tour	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Windermere Yard Sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lock Box	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Printed Brochure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Relocation Program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Showing Display	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Agent Tour	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Buyer/Realtor follow-up	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Transaction Management	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Weekly Contact	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Office Tour	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

# HOMEWORK

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To assist you better, please complete this checklist prior to our next appointment:

- Read through the seller's guide (this booklet)
- Review listing paperwork
- Fill out seller's property disclosure form
- Help us get to know your home - Make a list of what you like about your property and what sold you on it.
- Gather homeowner's association info (if applicable)
- Gather all mortgage/loan info (if applicable)
- Make two extra keys for the front door
- Write down any questions you may have for us below:

# DID YOU KNOW...

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## More than 90% of the business we do is based on referrals?

We would love it if you would tell your Friends & Family about our Services! Please remember us when you hear people potentially interested in making a real estate move or are desiring more insight into the current market. We promise to provide your friends & family with the same professionalism and excellence in service that we provided you. We are never too busy and no job is too small for us to serve one of your friends or family members!

### Mark N.

"Kolby and Branden are very genuine individuals! They were extremely helpful with finding us the right house. They found us a lot of houses in our price range and were an amazing resource when we didn't fully understand something. They invested time and care into our home buying experience."



### Mike T.

"Tremendous responsiveness, knowledge, and professionalism. There is no doubt that Kolby and Branden work as hard as they possibly can to get their clients the best possible deal. I have used their team multiple times for real estate transactions and can't imagine a better experience."



### Suzie M.

"Kolby worked with us for many months, showing us several homes until we found the best fit! He and his business partner were honest, patient and encouraging through the whole process, which was somewhat emotional and stressful at times! We are so thankful for their dedication and knowledgeable advice on this journey. We highly recommend the Schoenrock Griffith Group!"



### Mark H.

"Schoenrock Griffith Group helped my business partner and I secure a commercial building. They helped us navigate through the entire transaction and negotiate our terms to our favor. They has also helped many of our employees find homes in the local area."





REALTORS | WA + ID

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