

#Real Estate Tips

@melissaortarealtor

MO
MELISSA ORTA



Homeselling Guide *Selling?*

Step by step process of selling your
house.



Melissa Orta
Licensed Real Estate
Agent

MARZUCCO
REAL ESTATE

hey there!

I'm Melissa Orta

REAL ESTATE AGENT

As a "FloGrown" Real Estate Agent with Cuban roots and a degree from FIU, I bring cultural insight and local expertise to the Southwest Florida market. Specializing in Lehigh Acres, FL. I'm passionate about guiding first-time buyers, investors, and those looking to upgrade their lifestyle. Committed to transparency and personalized service, I'm here to make your property dreams a reality while supporting our local community.



LET'S WORK TOGETHER

KEY RESPONSIBILITIES OF A SELLERS AGENT

Setting the Listing Price

- Conduct a comparative market analysis (CMA) to help you determine a competitive and realistic listing price for the property.
- Advise you on pricing strategies to attract potential buyers while maximizing the sale price.

Marketing the Property

- Create a comprehensive marketing plan, which may include professional photography, virtual tours, online listings, print advertising, and social media promotion.
- List the property on multiple listing services (MLS) and other relevant platforms.
- Organize open houses and private showings to attract buyers.

Negotiating Offers

- Present all offers from prospective buyers.
- Advise you on the merits of each offer, including price, contingencies, and terms.
- Negotiate counteroffers and help you respond to offers in a way that aligns with your goals.

Managing Communication

- Act as the point of contact between you as the seller and potential buyers, as well as other agents involved in the transaction.
- Maintain regular communication with you to provide updates on showings, offers, and market conditions.

Providing Expert Advice

- Offer guidance on necessary repairs, home staging, or improvements that could increase the property's appeal and market value.
- Advise you on legal and procedural aspects of the transaction, including disclosures, contracts, and timelines.

Handling Offers and Counteroffers

- Review and explain any offers to you.
- Assist in drafting counteroffers and negotiating terms that are favorable.
- Work to ensure that contingencies and deadlines are met in the process.

KEY RESPONSIBILITIES OF A SELLERS AGENT

Coordinating the Transaction Process

- Help facilitate the transaction, from the initial offer to closing, by coordinating with the buyer's agent, inspectors, escrow agents, appraisers, and other involved parties.
- Ensure that all deadlines (such as inspections, contingencies, and closing dates) are met.

Ensuring Legal and Regulatory Compliance

- Ensure that all required legal documents are properly prepared and submitted, including disclosures and contracts.
- Ensure that the transaction complies with local, state, and federal real estate laws.

Managing Closing

- Guide you through the closing process, which involves finalizing documents, resolving any last-minute issues, and confirming that the transaction is completed.
- Ensure that all necessary funds, taxes, and fees are addressed prior to closing.

Post-Sale Support

- Assist you after the sale with any necessary follow-up, including resolving any post-closing issues or disputes.
- Provide recommendations for moving or help your transition to your next home.





Representation

Access to
resources

**BENEFITS
TO YOU:**

Guidance
and
Support

Save time
and stress

Negotiation Power



UNDERSTANDING HOW SELLER & BUYER AGENTS GET PAID:



Commission Origin-Traditional Model:

When a seller lists their home, historically they agree to pay a commission to their real estate agent (the listing broker) as part of the listing agreement. This commission is usually a percentage of the sale price of the home.

Sharing the Commission:

The listing agent, with the seller's agreement to allow for "cooperation and compensation" offers a portion of commission to buyer's agents as an incentive for bringing a buyer to the property.

This split is usually predetermined and historically was displayed in the MLS (Multiple Listing Service) as a "guaranteed" payment to the buyer's agent. But due to recent regulatory changes, the public display in the MLS is being prohibited as early as July 2024.

- *Under this model the seller pays the commission out of the proceeds of the sale either directly to the buyer broker, or to their Listing broker, who pays the buyer broker.*



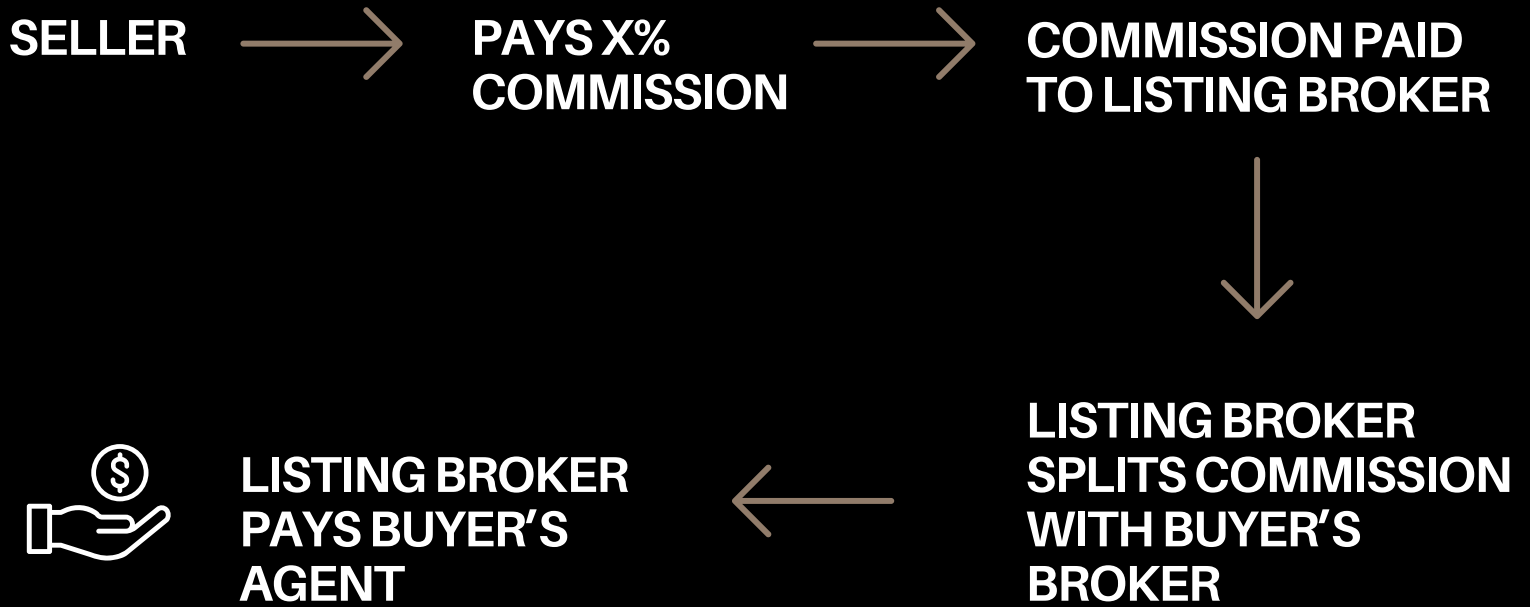
Closing Transaction:

The commission is paid at closing. Once the property transaction is completed, the commission is disbursed as per the agreements to the respective brokers/agents.

Key Takeaway:

As your listing agent, my role is to represent you and your interests throughout the home selling process.

TRADITIONAL COMPENSATION MODEL:



Note: the buyer is not directly involved in the financial transaction between the seller and the agents.

COMMISSION

ALTERNATE COMPENSATION MODEL:

1

Negotiating Commission with the Seller:

As a seller, you are not required to offer compensation to the buyer's agent. However, if the buyer's agent expects compensation, the buyer and their agent can choose to negotiate this as part of the offer terms. This means that the buyer may include the buyer's agent commission within their offer, and it can be addressed during the negotiation process between the buyer and seller.

2

Adjusting the Purchase Offer:

Another strategy to consider is adjusting the purchase offer to indirectly cover the buyer's agent commission. For example, if the home is listed for \$300,000 and the typical commission would be \$9,000, the buyer could offer \$309,000, with the understanding that the seller would pay the \$9,000 commission to the buyer's agent. This approach allows the buyer to effectively factor in the commission, while the seller still receives the full asking price for the property.

3

Seller Concessions:

A seller concession is an agreement where the seller agrees to pay a portion of the closing costs on behalf of the buyer. This can include various fees associated with purchasing a home, such as loan origination fees, appraisal fees, point, etc, reducing your upfront out-of-pocket expenses, potentially making the home purchase more affordable to account for direct pay commission obligations.

4

Buyer Pays Commission Direct:

In cases where the seller refuses to pay the buyer's agent commission, and it cannot be built into the purchase price, a buyer may be responsible to pay the commission directly. This would be something the buyers and buyer agents would discuss amongst themselves.



STEP BY STEP PROCESS OF SELLING YOUR HOUSE

#CLOSINGDAY

#01



Determine Your Reasons for Selling

Consider why you want to sell your house, as it can influence your selling strategy and timeline.



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#02

Choose a Real Estate Agent



Many people hire a real estate agent to help with the process. Agents can provide expertise, market knowledge, and help you navigate legal and financial aspects.



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#03

Set an Asking Price



Your agent can assist with pricing your home based on market conditions, recent comparable sales (comps), and the condition of your property..



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#04



Prepare Your Home

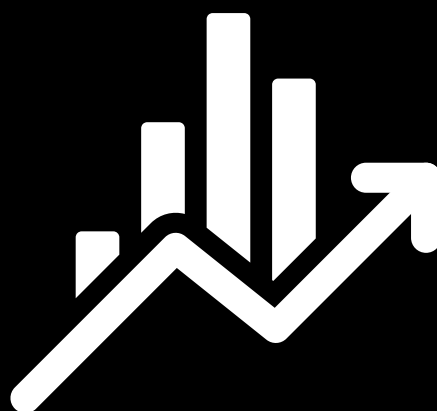
Make your house appealing to potential buyers by decluttering, cleaning, and making necessary repairs or improvements. Consider staging to showcase your property's potential.



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#05

Market Your Property



Your agent will create a marketing plan, which may include:

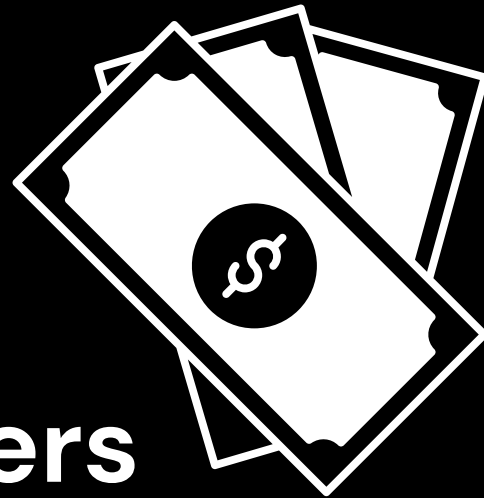
- Professional photography
- Listings on multiple real estate websites
- Open houses and showings
- Yard signs
- Social media promotion



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#06



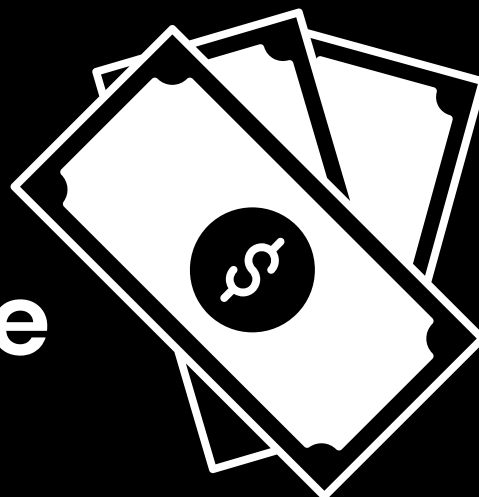
Receive and Evaluate Offers

When buyers submit offers, you or your agent will review them, considering factors like price, contingencies, and the buyer's ability to close the deal.



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#07



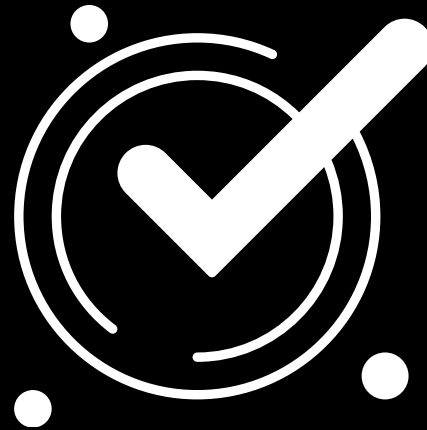
Negotiate the Sale

Be prepared to negotiate the terms of the sale, including the price, contingencies, and closing date. Your agent can help with this process.



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#08



Accept an Offer

Once you and the buyer agree on the terms, you'll sign a purchase agreement, making the offer official.



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#09

Open Escrow



Escrow is a third-party service that holds the buyer's earnest money and ensures a smooth transaction. You'll typically choose an escrow company or attorney.



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#10

Cooperate with Home Inspection and Appraisal



The buyer will likely schedule a home inspection and appraisal. You may need to make repairs or negotiate with the buyer based on the inspection findings.



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#11

Finalize Financing and Contingencies

The buyer's lender will work to secure their mortgage, and both parties will work to satisfy any remaining contingencies in the contract.



Melissa Orta
Licensed Real Estate
Agent

#12



Prepare for Closing

Gather all necessary documents, such as the deed, title insurance, and any other paperwork required for closing. Your agent or attorney can help with this.



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#13

Closing Day



Both parties will meet to sign all necessary paperwork, including the deed, mortgage documents, and transfer of funds. The title company or attorney overseeing the closing will ensure everything is in order.



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#14

Transfer of ownership



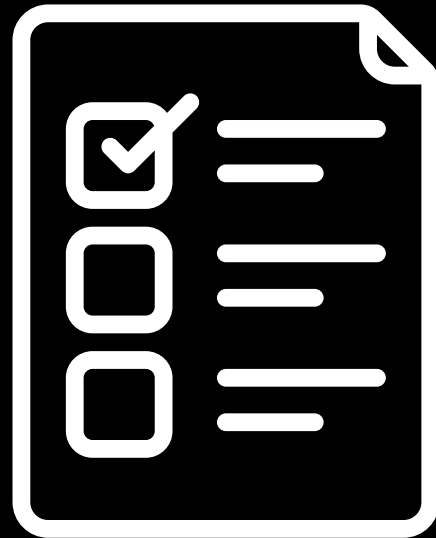
After closing, you'll typically give possession of the property to the buyer, as specified in the contract. This may occur immediately or on a specified date.



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#15

Post-Closing Tasks



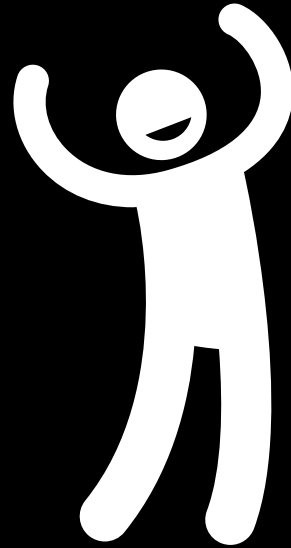
Notify utility providers, the post office, and any relevant services of the change in ownership and cancel or transfer accounts as necessary.



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#16

Celebrate



Congratulate yourself on a successful sale and use the proceeds for your next housing adventure.



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#Real Estate Tips

Congratulations! You're one step closer to selling your home! Working with a professional realtor can make your home-selling experience smoother and less stressful.

Please feel free to contact me today to start your journey to selling your home. Let me help you sell your home!

Melissa Orta

Licensed Real Estate Agent in
Florida



786-759-3405



melissaortarealtor@gmail.com



SCAN HERE

