

# THE SELLER PROCESS

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*Phil Rick* REAL ESTATE

Hodge &  
Kittrell

Sotheby's  
INTERNATIONAL REALTY

# *It's About You.*

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## WELCOME!

Deciding to sell your home is a significant step, whether it's for a job relocation, moving closer to family, or simply a change within the same town. Whatever your reason, entrusting this process to an experienced agent ensures not only the best possible return on your investment but also a smooth and stress-free experience.

Before our first meeting, we'd like to know more about you. Understanding your unique story helps us serve you better, as we deeply value our client relationships.

In this guide, we will cover:

- Our background and the value we bring in listing and selling your home.
- Our approach to setting an effective listing price for your property.
- Preparing your home for the market.
- Negotiation strategies for the sale contract.
- Steps from contract to closing.

# WHO I AM

I'm Phil Bick, a dedicated real estate professional in North Carolina since 2017. My journey in this dynamic field has led me to successfully navigate over 100 transactions, with a total sales volume nearing \$100 million. What truly sets me apart, as echoed by numerous sellers, is my meticulous attention to detail, my even-keeled demeanor, and my proficiency in facilitating smooth and efficient home closings.

My approach to listing is centered around showcasing your property in the best light, ensuring maximized profits and minimized stress for you. I possess the expertise to enhance a home's appeal, employing professional photography and creating exclusive property websites. With top-tier marketing strategies, I am committed to delivering a listing experience that is both professional and enjoyable.

This guide is designed to walk you through what you can expect if you partner with me. We will cover everything, from setting the right price and preparing your home for the market, to negotiating contracts and smoothly transitioning to closing. Let's get started!

# WHO WE ARE

Phil Bick, working both independently and in partnership with Martha Bick, forms the core of the Bick Real Estate Group. Phil contributes seven years of expertise, and Martha adds over 20 years, together achieving over \$100 million in real estate sales and nearly 100 transactions in the past six years. Affiliated with Hodge & Kittrell Sotheby's International Realty, a brand known for quality, trustworthiness, and professionalism, we dedicate ourselves to serving our clients with integrity and diligence, ensuring their real estate goals are met with success.

A handwritten signature in dark blue ink that reads "Phil Bick". The signature is fluid and cursive, with the first letters of "Phil" and "Bick" being capitalized and prominent.



## DETERMINING PRICE

Determining the right price for your home is both an art and a science. It's not just about online estimations but about a more nuanced approach. Especially for high-value homes or those with few comps, a personalized strategy is key. Ultimately, you decide the listing price. My role as your agent is to provide comprehensive data on comparable sales, assign values based on your home's unique features, and consider your preferences in selling. As your trusted advisor, I take this responsibility seriously.

## ANALYZING COMPARABLE PROPERTIES

In determining your home's value, we'll start by looking at homes recently sold near you that closely resemble yours. Square footage is a reliable indicator of value, especially when comparing properties with similar characteristics such as the number of bedrooms, bathrooms, and garage spaces. We also take into account other factors like the size of the lot and any unique features your home may have, such as a four-season room or a screened porch. These elements are essential in establishing the initial range for your home's listing price.

# EVALUATING THE CONDITION OF YOUR HOME

Assessing the value of your home begins with a personal visit. Having seen thousands of homes over my career, there's a certain feeling you get once you step inside a home that has been cared for. During our walkthrough, I'll take detailed notes and suggest potential improvements to enhance market appeal. These might include cosmetic updates like interior painting, light staging, or minor repairs by a contractor.

## VIEWING YOUR HOME THROUGH A BUYER'S EYES, I FOCUS ON KEY ASPECTS SUCH AS:

- The age and state of vital components: roof, siding, HVAC systems, plumbing, water heater, and foundation.
- Interior conditions, including paint quality, flooring, carpets, windows, doors, kitchen and bath features, appliances, and other aesthetic details.
- The overall ambiance and flow. Does the home feel well-cared-for, stylish, and inviting—a place where potential buyers can envision themselves living? Light staging can significantly impact this perception, bridging the gap between a lived-in home and a property ready for sale.



# PREPARING YOUR HOME FOR THE MARKET

Ready to showcase your home in its finest light? Here's our comprehensive approach:

- **Repairs and Improvements:** I'll evaluate your home and recommend repairs and enhancements to highlight its best features. A fresh coat of paint, for instance, often offers the greatest impact for the least expense. My network of reliable contractors is available to efficiently carry out any task we deem necessary. Consider a pre-inspection too, to prevent surprises during the contract phase.
- **Staging:** An essential element of preparation, staging can range from full-home furnishing to strategically placing accessories that enhance your home's appearance in photos.
- **Cleaning:** A thorough cleaning ensures that your home looks its best, particularly for photograph and viewings.
- **Professional Photography and Measurements:** High-quality photographs are crucial in today's online-driven market. After staging and cleaning, we'll bring in professional photographers to capture your home's beauty. Accurate measurements of your home will also be taken at this stage.
- **Marketing Materials:** Utilizing the photographs and details of your home, we'll create compelling marketing materials such as brochures, a detailed information sheet, and a dedicated website for your property.
- **Disclosures:** Completing necessary disclosures is the final step before we launch your home onto the market.

Once these steps are completed, your home will be primed for a successful market debut!





# MARKETING YOUR HOME FOR MAXIMUM VISIBILITY

Our marketing strategy is comprehensive, ensuring your home gets the attention it deserves:

- 1. Listing on MLS:** We start by listing your home on the Triangle Multiple Listing Service (TMLS). This listing is then automatically distributed to major retail sites like Redfin and Zillow, as well as a variety of niche platforms, ensuring widespread visibility.
- 2. Creating Engaging Marketing Materials:** Our team crafts a range of materials to showcase your home's best features. This includes:
  - a.** A professional, dedicated property website with high-resolution photograph and an interactive floor plan.
  - b.** High-quality brochures and a detailed fact sheet for potential buyers, highlighting key aspects of your home.
- 3. Leveraging Sotheby's Network:** The extensive reach of Hodge & Kittrell Sotheby's International Realty, including our powerful social media presence, plays a crucial role in our marketing strategy, amplifying your home's exposure to a global audience.
- 4. Email Campaigns:** We engage our network and fellow real estate agents within the Triangle MLS through targeted email blasts, ensuring your home is top-of-mind among potential buyers and agents.
- 5. Hosting Open Houses:** To provide a real feel of your home, we organize both public and broker-specific open houses. These events are instrumental in attracting serious buyers.
- 6. Utilizing Paid Advertising:** Our marketing approach also includes paid advertisements on platforms like Google Ads, further increasing the visibility of your property.



Through these steps, we aim to not just list your home, but to actively market it, ensuring it reaches the right audience and sells for the best value.



## NEGOTIATING THE CONTRACT

After our marketing initiatives have been successful and you receive an offer (or many!), our focus shifts to the art of negotiation. This stage is about more than just securing the highest price; it's about crafting a contract with terms that best suit your needs and objectives.

### KEY CONTRACTUAL ELEMENTS:

- **Due Diligence Fee:** A crucial part of the contract, this fee can influence the buyer's commitment to the deal.
- **Earnest Money Deposit:** This deposit serves as a demonstration of the buyer's seriousness and commitment.
- **Inspection Period:** We'll negotiate a reasonable period for inspections, balancing thoroughness with efficiency.
- **Financing Terms:** Ensuring the buyer's financing is solid and aligns with your timeline.

Our role as your agents is to guide you through these negotiations, focusing not only on achieving the best possible price but also on securing terms that increase the likelihood of a successful and smooth closing. We leverage our expertise to ensure that you're in the strongest possible position as you move forward with the contract.

# GUIDING YOU FROM CONTRACT TO CLOSING

Once your home is under contract, the buyer enters the "due diligence" phase. This involves conducting inspections and, if needed, obtaining an appraisal for their loan. Based on the findings, the buyer may request certain repairs or a credit at closing. Here, our role is to negotiate effectively on your behalf, balancing what repairs or concessions are reasonable and beneficial for you.

## Key Steps in This Phase:

- **Inspection and Appraisal:** Buyers will inspect the property and possibly conduct an appraisal.
- **Repair Negotiations:** Based on inspection results, we'll discuss and negotiate any necessary repairs or closing credits.
- **Preparing for Closing:** After navigating the due diligence period, we move towards closing. This involves finalizing any agreed-upon repairs, cleaning out the home, and ensuring everything is in order for the transfer.
- **Closing Process:** The buyer finalizes their loan, and the closing attorney prepares the required documents. As a seller, you'll need to sign these documents and hand over the keys.

Closing is a significant milestone, and our aim is to make it as smooth and stress-free as possible. It's also a thoughtful gesture to leave any helpful information or details about the home for the new owners, ensuring a smooth transition. We're here to support you every step of the way, ensuring a successful and satisfying conclusion to your home selling journey.



# NEXT STEPS: DELVING DEEPER INTO YOUR HOME SELLING JOURNEY

The process from marketing your home to successfully closing the sale is intricate, and this guide can only scratch the surface of what's involved. For a more in-depth discussion and to explore the possibilities of listing your home, I am eager to offer my expertise and guidance.

To dive deeper and tailor a strategy that best fits your needs, please feel free to contact me. You can reach me at 919-636-8043 or at [phil.bick@hodgekittrellsir.com](mailto:phil.bick@hodgekittrellsir.com). Together, we can navigate the complexities of the real estate market and ensure a seamless and rewarding experience. Let's start this journey with a conversation.



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