




Rita Boswell
Every Client Counts. | GROUP

Buying or selling your Ohio home doesn't have to be difficult.
I've helped everyone from first-timers to empty-nesters,
and I'd love to help you too!



Rita Boswell Group

ULTIMATE SELLER GUIDE

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Thank You

Thank you for learning more about selling a home in Central Ohio. You will benefit greatly from the expert tips and checklists presented here, all designed to help you make informed decisions when you sell a home.

Of course, every home sale is different, and you will certainly have questions specific to your circumstances. I would be honored to answer any questions you have about selling a home. Please call or text me directly at [614-547-3229](tel:614-547-3229).

Let's get started!

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What I Deliver

Communication

Your needs always come first. I provide the service we agree to, in the ways that work for you, whether once a week, once a day, by phone, email or text message. That's how we'll do it.

You'll always be kept in the loop. From listing to closing, you'll know the status of our

marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted. We'll agree on the communication method that works best for you.

Experience and Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will capably remove many potential challenges before they have the opportunity to appear.

Marketing

Your home will get the exposure it deserves. My marketing systems maximize your property's exposure to buyers. Neighborhood tracking tools and automated buyer calling systems allow me to reach active buyers who want to know about your listing.

Pricing

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

Staging

Your home will put its best foot forward. Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold.

Satisfaction

I'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.



It's All About You



My real estate business has been built around one guiding principle: It's all about you.

- ✓ *Your needs*
- ✓ *Your dreams*
- ✓ *Your concerns*
- ✓ *Your questions*
- ✓ *Your finances*
- ✓ *Your time*
- ✓ *Your life*

My focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why more than 50 percent of my business comes from repeat customers and referrals.

Good service speaks for itself. I'm looking forward to the opportunity to earn your referrals too!

The Home Selling Process: Getting Ready to List

It can feel like the details are endless when you're selling a property. It is my job to streamline the process for you, ensuring everything is completed as quickly and efficiently as possible. Here's an overview of the steps we'll be taking along the way.

Communication makes all the difference.

You'll always know what's going on behind the scenes while your property is listed. I will solicit feedback from each consumer and agent who views your property, passing their comments on to you.

We will work together to formulate a price adjustment strategy that sees us through your listing period. You'll receive regular progress reports, delivered as frequently as you request. Whether you prefer a phone call or an email, that's what you'll get.

Prepare your home for a successful sale.

More and more sellers today are seeing the value of investing in a pre-inspection on the property they are preparing to list. Whether or not you are confident in the condition of the home, an inspection can either give us professional, third-party validation, or reveal issues you should attend to before listing your property – issues a buyer inspection could surface later, making them part of the final price negotiation.

We will evaluate the current state of your property and arrange home staging. Any repairs or improvements needed to maximize your home's value and appeal will be identified and scheduled.

When everything's in place, we'll put a lockbox on your property.



The Home Selling Process: Getting Ready to List



Let's begin with this direct statement:

**I am not the one who decides how much your home is worth.
The market does.**

It tells us exactly where to price your property to sell and how to approach the marketing of it. Here are the factors that will affect the value in today's market:

✓ **Price**

Pricing your home properly from the start is the deciding factor on how long it will take to sell it.

✓ **Location**

Location is the single most important factor in determining the value of your property.

✓ **Condition**

The condition of the property affects the price and the speed of the sale. As prospective buyers often make purchases based on emotions, first impression are important. I'll be able to help you optimizing the physical appearance of your home to maximize the buyer's perception of value.

✓ **Competition**

Prospective buyers are going to compare your property — both the condition and the price — to other listings in and around your neighborhood. Those buyers will determine value based on properties that are listed or have recently sold in the area.

✓ **Timing**

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

How Buyers Find the Home They Purchase

Buyers find the home they purchase primarily by looking on the Internet and by asking real estate agents.

An excellent agent with a terrific Internet marketing program is your best path to a sale.

Where Buyers Found the Home They Purchased



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Source: 2016 Profile of Home Buyers and Sellers



The Marketing Plan

To sell your home quickly and for top dollar we need to have an effective marketing plan. Here's how I will work to promote your property.

FEATURE	
Online Advertising	<p>Create a 360° virtual tour of your home and place it on multiple websites to attract local and out-of-town buyers.</p> <p>Advertise your home regularly on social media via posts, paid and group ads (Facebook, LinkedIn, Twitter, Instagram, Craigslist...)</p> <p>Monthly email newsletter to database of over 3000 contacts.</p>
Offline advertising	<p>Distribute Just Listed marketing to neighbors, encouraging them to tell their family and friends about your home.</p> <p>Advertise your home on monthly direct mail campaigns.</p>
Promotions to other real estate professionals	<p>Target my marketing to active real estate agents that specialize in selling home in your neighborhood.</p>
Open Houses	<p>Create an Open House schedule to promote your home to prospective buyers.</p>
Other lead sources	<p>Phone prospect to potential buyers.</p>



Home Staging

A good rule to follow?

Limit the number of items on a surface to 3.

HOME STAGING

From the day that your house goes on the market to the day it closes, your property needs to be in "Selling Shape". Whether you decide to hire a professional home stager or do it yourself, you and your family will have to cope with some inconveniences and make the transition to thinking about your house as a property and not a home. This can be frustrating if you're still living in your house, but the effort is well worth it.

***When you HIRE
The Rita Boswell
Group you'll
receive a FREE one
hour professional
staging
consultation!***

According to the Real Estate Staging Association, a properly staged home can:

- Increase a property's perceived value
- Help a listing's competitiveness in a down real estate market
- Drastically reduce the Days on Market (DOM) of a property

Stage it.

Making your house appear as attractive as possible is largely about allowing potential buyers the opportunity to imagine their lives in your property.

Home staging is essentially the process of using design principles and tricks that emphasize space. Creating the appearance of openness and space is key to getting your property sold. Remember, you're not selling your stuff!

LESS IS MORE MONEY \$\$!

Furniture

Great staging, either DIY or by a professional, includes choosing furniture that shows the room in its best light. Minimize the amount of furniture you have in each room. If it's staying in the house, it needs to be in good shape and be visually appealing.

Décor

It's time to remove anything that could be considered distracting decoration from your home. Importantly, this includes any personal items like family photos or mementos. Any décor that does stay up and visible in your home should be as neutral as possible.

If you have hanging mirrors in the house, these can be positioned to emphasize and reflect key areas in the home like a nice sunny window.

Beware of Odors

It's not just the stinky stuff you need to pay attention to. There are obvious problem points in a home that can produce bad smells like the garbage cans and the disposal, but you should consider any strong smell a bad one. Don't rely on potpourri or air fresheners to mask unpleasant odors. These can be just as offensive to some buyers. Instead, be sure to open your windows when possible to keep fresh air circulating in the house.

The only exception to the strong smells rule is chocolate. Baking sweet chocolate treats before showing appointments or open houses can help potential buyers feel at home when viewing your house.

Top Tips on Preparing Your Home For Sale

The First Impression Counts... Let's Make it a Positive One!

The most important single reason that a home sells is its Emotional Appeal. Over 90% of buyers in today's market buy on emotion. Looking at your house through "buyer's eyes" can help you prepare your home to sell for the best price, in the least amount of time.

When you begin preparing your home, begin outside and work your way in. Make up a "to do" list as you go along, keeping in mind the importance of first impressions.

EXTERIOR TIPS

It's estimated that more than half of all houses are sold before buyers even get out of their cars. Stand across the street from your home and review its "curb appeal". What can you do to improve the very first impression?

- Keep sidewalks and patios hosed off. Hose down house siding to remove cobwebs and dirt. Hose down your garage and clean your driveway of any grease spots. A garage can be an important selling point for your home, and a good spraying with a garden hose and just a drop of industrial strength cleaner can make a big difference.
- Mow, trim, weed, and water lawns and gardens. Add a fresh layer of mulch or gravel if needed and plant flowers for color.
- The front door is one of the first things prospective buyers see. If it shows signs of wear— clean it, stain, it, or paint it.
- Make sure the doorbell and porch lights work.

- Remove trash and debris from the yard and around house.
- Remove extra vehicles from view.
- Repair any fences or gates.
- Remove holiday lights that may still be hanging.
- Paint exterior window sashes, trim, and shutters (repainting the entire exterior can be an expensive and unnecessary venture — unless there is bad blistering or peeling.)
- Apply fresh paint to wooden fences
- Buy a new welcome mat
- Place potted flowers near the door
- Clean windows inside and out
- Power wash the home's exterior
- Ensure gutters and downspouts are firmly attached and functioning

INTERIOR TIPS

When showing your home to prospective buyers you want to make everything look spacious, organized, bright, warm, and "homey." Start with a full housecleaning from top to bottom.

Don't let dirt and clutter obscure your home's good points. A clean home will sell a lot faster than a dirty one.

- Be sure walls are clean and free of dirt and fingerprints — consider a fresh coat of paint if washing doesn't do the trick.
- Wash all windows and sills.

- ❑ Curtains and drapes should be freshly cleaned.
- ❑ Arrange furniture to make rooms appear spacious and attractive.
- ❑ Evaluate the furniture in each room and remove anything that interrupts the flow or makes the room appear smaller. Consider renting a storage unit to move the items off-site.
- ❑ Clean all light fixtures and ceiling fans
- ❑ Have carpets cleaned
- ❑ Make minor repairs
- ❑ Replace any burned out light bulbs. You can make rooms seem warmer and brighter by using high intensity light bulbs that give the house a warm glow.
- ❑ Discard or replace any dying houseplants.

KITCHEN & BATH TIPS

The bathrooms and kitchen are focal points for most buyers. Be sure those rooms are clean and clear of clutter.

- ❑ Clear extra appliances, accessories, etc. from counters.
- ❑ Polish sinks and remove stains.
- ❑ Clean appliances thoroughly inside and out.
- ❑ Straighten and remove excess papers from kitchen memo area.
- ❑ Clean out your cabinets and drawers and add shelf paper and utensil trays to make them look as organized as possible.
- ❑ Buy a new shower curtain.

UNCLUTTERING TIPS

Eliminating clutter will give your home a more spacious look. By removing or storing things you don't need, you create a roomy, comfortable feeling that will be inviting to prospective buyers. If a house is too cluttered, buyers have trouble imagining themselves and their belongings in it. Remember, when in doubt—move it out!

- ❑ Clean out closets to display their roominess. Prospective buyers love to inspect for storage space, so it's important to make whatever closets you have look as spacious as possible. Another trick is to clear the floor space in closets. This simple strategy will make the closet 'appear' as large as possible.
- ❑ Be sure clothes are hung neatly and shoes and other objects are neatly arranged. If something you have stored away hasn't been worn or used in the last year, chances are it never will be. Give it away, sell it, or pack it neatly in a box and store it in the garage.
- ❑ Have a garage sale! Not only will you be reducing clutter, but you can use the money you earn to finance your touch-ups.
- ❑ Straighten bookshelves and remove unnecessary papers from coffee tables.
- ❑ In children's rooms, straighten or store extra toys and remove distracting posters. Arrange toys to look fun and inviting, open a book on a night stand, add a flowering plant and arrange decorative pillows or shams on the bed.
- ❑ If you have a spare room or storage area, turn it into an area with a purpose. If it's too small to be a bedroom, turn it into a hobby center, study or office.

Again, consider renting storage space to move out items you won't need before you move.

CLEANING TIPS

When a home is clean, it gives the impression that it has been well cared for. Some fresh paint and a one-time professional cleaning service can make your house look like new.

- Be sure every room smells as good as it looks, paying special attention to pet areas, children's nurseries and bathrooms.
- Polish all brass and chrome fixtures.
- Polish mirrors so they sparkle.
- Scrub and wax floors.
- Have carpets professionally cleaned and deodorized.
- Clean and deodorize garbage areas.
- Clean sliding door track so that the door moves quietly and smoothly.

REPAIRING TIPS

Making little repairs can make a big difference. Although many families learn to live with a broken doorknob or a cracked window—all of these little things should be fixed when selling your home. The savvy homeowner concentrates his efforts on cosmetic repairs that cost relatively little but return a lot on the investment (don't forget those first impressions!).

- Repair leaking faucets, running toilets, grout, and caulking as needed.
- Replace any cracked windows and torn screens.
- Patch and paint wall and ceiling cracks.

- Repair or replace loose doorknobs, drawer pulls, sticking doors and windows, warped drawers, cabinet handles, towel racks, switch plates and outlet covers.

- Tack down any loose molding and glue down any lifted wallpaper.

NEUTRALIZING

Try to create an appearance that allows the buyers to picture themselves living there. Neutral paint, décor and carpeting create a home for any life style.

- Eliminate distracting colors and accessories so that buyers can concentrate on positive impressions.
- Brighten things with fresh paint. White, off-white, or beige walls make a room look bigger and lighter. Interior painting costs very little, and it can make a big difference in buyer perception—so go ahead and do it.

DON'T OVER IMPROVE

Preparing your home for sale doesn't need to be expensive or time-consuming, as long as you keep up with normal maintenance. In the event you do not have the time to do the cleaning or repair work, consider hiring a professional: it could save you time and money later. And a few hundred dollars well spent can be the best investment you'll ever make. Remember, you need to think like a buyer now and have a critical eye.

Contact Rita for great referrals to help with decluttering your home.

Top Tips on Showing Your Home

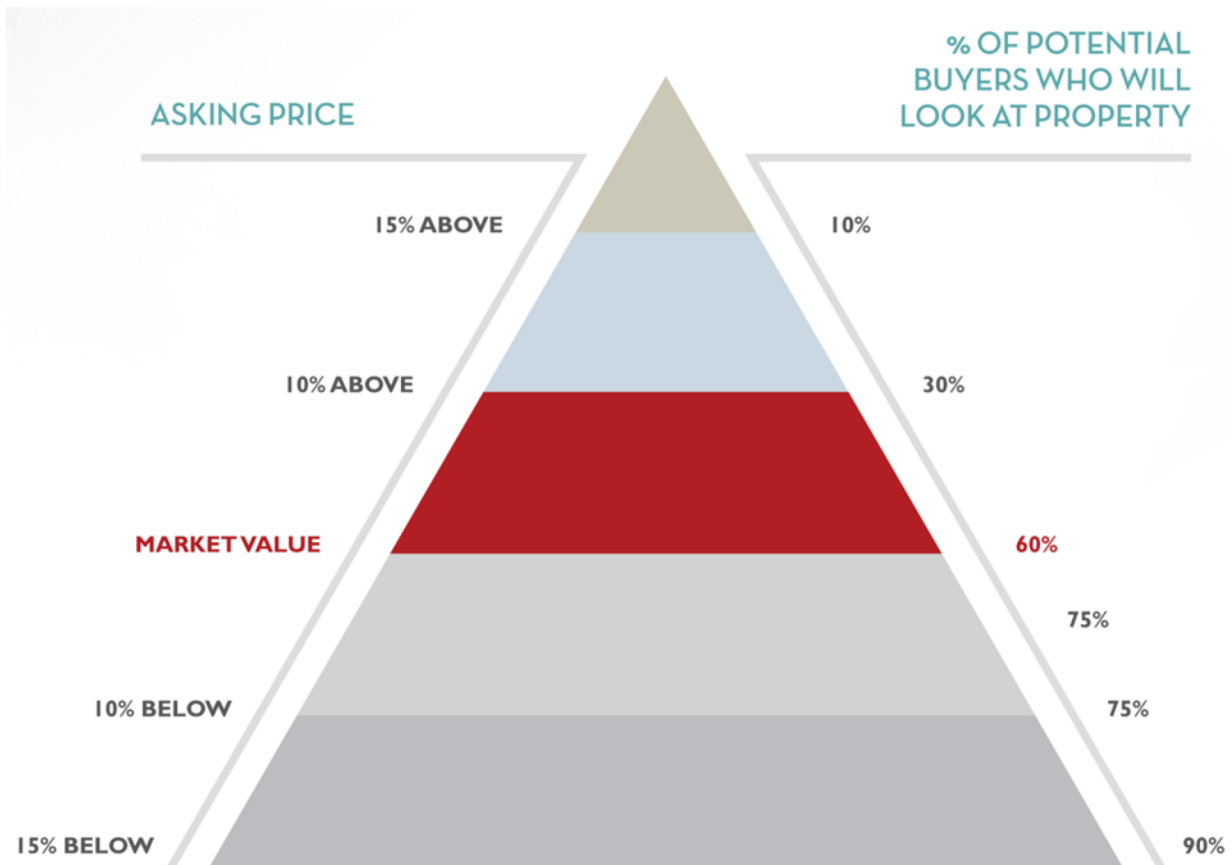
When it's time for buyer's agents to show your home, all your preparations will be worth the effort. Here are a few final tips that can add that extra touch.

- ❑ The television and radio should be turned off. Let the buyer's agent and buyer talk, free of disturbances.
- ❑ Send children and pets outdoors to play. This will eliminate confusion and keep the prospect's attention focused on your home.
- ❑ Be absent during showings. Many prospects feel like intruders when owners/occupants are present. They tend to hurry away, or fail to ask their agent the questions they'd really like to ask. Your absence will put buyers at ease, and give them a chance to spend more time looking at your home and absorbing its advantages.
- ❑ Leave drapes open for light and airiness. If it's evening, all lights should be turned on to give the rooms a larger appearance and a cheerful effect.
- ❑ Be sure the kitchen sink is free of dishes and rooms are uncluttered. Make sure trash baskets are empty.
- ❑ Make sure rugs are clean and straight. Set a comfortable temperature. Do a "once-over" cleaning—vacuum, sweep, and dust. Final check every room.
- ❑ If you are at home during the showing, be courteous but don't force conversation with the potential buyer. They want to inspect your house— not pay a social call.
- ❑ Open windows to freshen rooms. Set tables with flowers and linens.
- ❑ Never apologize for the appearance of your home—after all, it has been lived in.
- ❑ The buyer's agent knows the buyer's requirements and can better emphasize the features of your home when you don't follow along. You will be called if needed.
- ❑ Let me discuss price, terms, possession and other factors with the customer. We are better qualified to bring negotiations to a favorable conclusion.
- ❑ If buyers just drop by and aren't accompanied by a real estate agent, it's best not to show your home. Ask for their names and phone number, and provide it to us for follow-up. (Most agents screen calls so you don't waste time showing to someone who isn't qualified or, worse yet—a potential burglar.)
- ❑ I use an electronic keybox system that agent's must access in order to obtain the key. This keybox records which agent showed your home (and the exact time and date), so that we can track all showings and request feedback.

PRICING

Price Right – Attract Buyers

- **Pricing your property competitively** will generate the most activity from agents and buyers.
- **Pricing your property too high** may make it necessary to drop the price below market value to compete with new, well priced listings.



PRICING

Pricing Misconceptions

It is very important to price your property at competitive market value when we finalize the listing agreement.



- The value of your property is determined by what a **buyer** is willing to pay and a **seller** is willing to accept in today's market.
- Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.

PRICING

Pricing Misconceptions

SELLER'S MARKET

In a market with rising home values, if a seller wants a price that's ahead of the market, the market may go up enough to make that price attractive for buyers. Time can cure some mistakes and make people look smart.

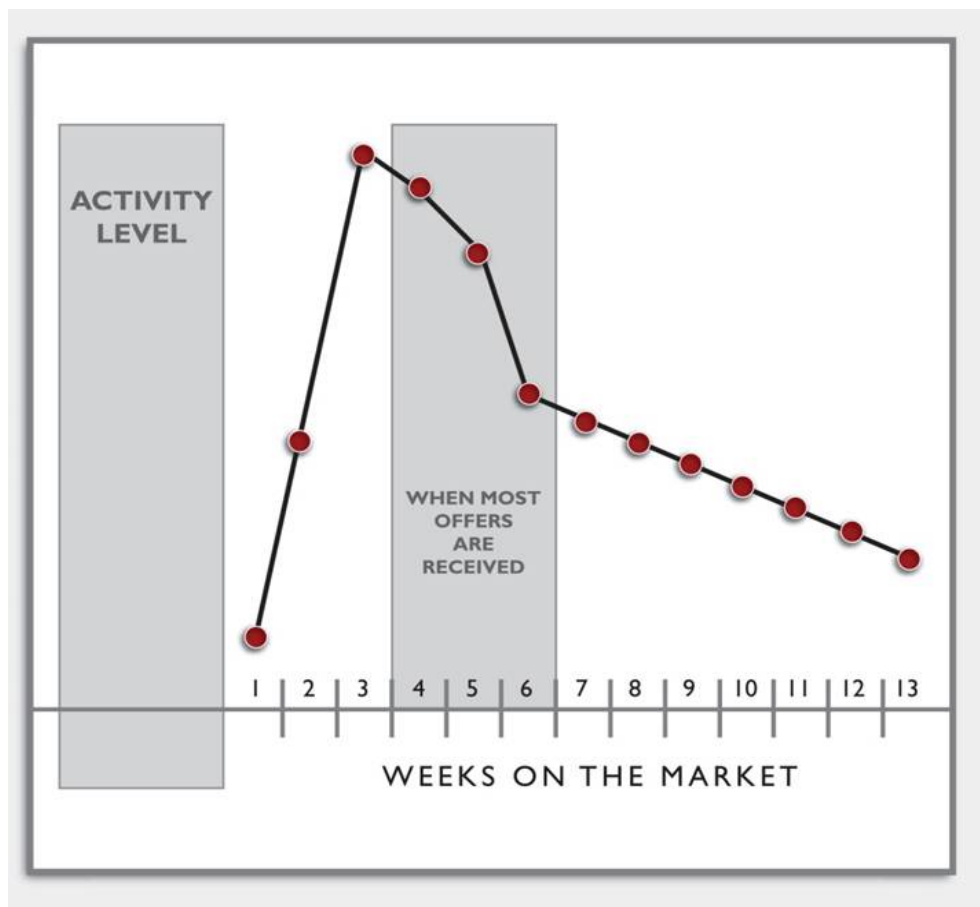


PRICING

Price Competitively – The First 30 Days Are Critical

THE RIGHT PRICE IS IMPORTANT

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.



PRICING

3 Prices for Every Home



KEEP IN MIND...

- *The less we negotiate, the more you make.*
- *The Buyers know the market.*
- *Smart Sellers sell quickly for better prices.*
- *Top agents bring negotiating skills to the table.*
- *No offer in two weeks, we are overpriced... PERIOD!*

WHY EXP REALTY?

eXp Realty Values

Company values that support our vision and shape our culture:

Community



Service



Sustainability



Collaboration



Transparency



Integrity



Innovation



Agile



Fun





About Our Company

With a focus on innovation, eXp Realty is changing the way that agents, brokers and home owners work together in an adaptive, sustainable environment.

eXp Realty operates in a virtual office called eXp World. It allows agents to collaborate, share best practices and network with other top professionals across North America.

eXp Realty is the only real estate brokerage that makes agents shareholders. That means agents have a direct interest in the company's future and actively provide feedback to make sure we're looking out for our buyers and sellers everywhere.

Our History

In 2009, eXp Realty launched the first ever cloud-based brokerage. We believe that agents should have a choice in how and where they work, and deserve the benefits of being a shareholder.

Today eXp Realty is one of the fastest growing real estate brands in North America, with thousands of agents operating across the United States and Canada.



Why eXp Realty

Powerful Technology

Home buyers and sellers choose eXp Realty for some of the most innovative tools in the industry:



Proprietary transaction platform that tracks status and deadlines to keep everything on schedule.



Paperless transactions



Instant access to transaction support

Maximum Exposure

eXp Realty uses the nation's largest platform for listing distribution, which means listings quickly reach the broadest possible audience.

Ready to Help

Every eXp Realty agent has marketing tools at their disposal, but they also have the flexibility to do what they know is best for their local market.

RITA'S RAVE REVIEWS



"Thank you Rita for your guidance and expertise. You made it happen and we sincerely appreciate everything! You gave us advice when needed and helped me keep my composure when things weren't going as planned. Selling the home you live in is not a pleasure, but you definitely eased the "pain"."

*Mark and Cindy Linden
Sold: 7311 Clancy Way, Westerville*



"My wife and I had a fantastic experience both selling and buying a home with Rita as our agent. First and foremost she was extremely knowledgeable with all of our questions and she always took the time to answer them, no matter the time of day. She is extremely personable and her overall demeanor kept the stress of buying and selling to a minimum. We never felt rushed or pressured throughout the process and this is what we appreciated most about Rita. Rita has a great understanding of the area and we truly believe we would not have found our dream house without her. I would not hesitate for one second to recommend Rita to anyone."

*Steve and Katie Nevelos
Sold: 2054 Alum Village Dr, Lewis Center*



"Rita was extremely knowledgeable and helpful when it came to selling our house. She made selling our house the easiest part of the entire process. We had a short time to get our house on the market and sold for asking. She guided us throughout the 3 weeks it took to get it ready and the day it went on the market we had multiple offers above asking. I never thought we would have so much interest and I am grateful to Rita for everything she did to get our house sold. She eased all of our anxiety and was able to negotiate the terms with the buyer exactly as we wanted and get us closed in a little over 3 weeks. I would highly recommend her to anyone looking for a great realtor."

*Kim Foss
Sold: 2971 Fawn Crossing Dr, Hilliard*

RITA'S RAVE REVIEWS



"We recently sold our home and purchased another in a matter of weeks and wanted to share our experience with our realtor, Rita Boswell of Keller Williams Capital Partners. We were lucky to have found her quite by accident and she has been a joy to work with. She is extremely knowledgeable, always available at a moment's notice, which is a plus in a hot real estate market. Rita is soft spoken and by no means pushy, which is a plus in our book, but don't mistake that for lack of experience or professionalism. She fulfilled all of our requests for information on a timely basis and went above and beyond what is normally expected. She is, simply put, a kind and lovely person, who we would recommend to anyone looking to sell or purchase a home in the Columbus area."

*Denny and Karen Hardesty
Sold: 990 Northstar Dr., Sunbury*



"We had a challenging buyer that we lost due to an overzealous home inspector. Rita kept us focused, helped us find another buyer and ensure we did not lose the home we had a contract on we were in love with. It was stressful and she helped keep things in perspective. We really appreciated her during that time. You often learn more about someone when things go wrong. We learned we had a skilled, caring, and attentive agent on our side."

*Tim and Jodi Dixon
Sold: 370 Potomac Ave, Westerville*



"Rita was excellent! She made both selling and buying easy. We listed, sold and signed on another in 1 week's time and changed our minds on what we wanted in our new home about 5 times in between all of that. Yet Rita remained pleasant, available and accommodating. Great service! We'd use her again, but we love our new home! Thanks Rita!!"

*Brad and Susan Roy
Sold: 1191 Tidewater Ct, Westerville*



ABOUT RITA



Rita Boswell, REALTOR®

Rita Boswell, REALTOR®, eXp Realty

Buying or selling a home is one of the largest financial transactions of a lifetime, and can be a huge emotional and financial stress. Careful management of each transaction minimizes these stresses. It is important to me to make this process as hassle-free for my clients as possible.

As a Central Ohio native, I have both an in-depth knowledge and a historical perspective of our area. That gives my clients a real advantage, whether I am marketing their property or helping them choose their next exceptional neighborhood regardless of price point.

Why am I different?

I can promise that throughout the home buying or selling process, I will be available, responsive, maintain open lines of communications and put your needs and interests first. My business philosophy is to be a knowledgeable resource to my clients and to always serve to the best of my ability. Working with me, you can always expect to be treated with respect, honesty, and loyalty.

It is my intention to create a “jaw dropping” customer experience for you; an experience that is so great that when your friends or family mention real estate, you chase after them to give them our business card. I am grateful each time someone allows me to become a part of this very significant time in their lives and I would welcome the opportunity to represent you, too!

For me, real estate provides a passion of helping clients find the perfect place to call home. My clients deserve the highest level of service and my goal is to exceed their expectations. Above all, my goal each and every day is to deliver successful results to my clients.

Why Hire Rita

My Job is:

- ❖ Getting as many qualified buyers as possible into your home until it is sold.
- ❖ To communicate to you on a weekly basis, the results of ALL our activities.
- ❖ Discover exactly why your home didn't sell, if it was on the market previously and create a fail-proof way to get it sold!
- ❖ Prospect daily to find qualified buyers for your home, no joke, everyday!
- ❖ Negotiate the highest price... between you and the buyer.
- ❖ Handle all of the details to Closing, giving you and your family a VIP experience, It's awesome!

My goal is 100% satisfaction. The service you will receive by being a client of mine will be unsurpassed and that's a commitment I make to each and every client, every time. I am grateful each time someone allows me to become a part of this very significant time in their lives and I would welcome the opportunity to represent you, too!

