



FROM LISTED
TO

Sold

A HOME SELLER'S GUIDE



Colleen Johnson

LONG & FOSTER[®]
— REAL ESTATE —

let the journey begin

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Congratulations on taking this exciting step! As a REALTOR® in Chester County, I understand that selling your home involves more than just putting a sign in the yard—it requires a disciplined plan, clear communication, and a hyper-local strategy.

Drawing on my background as an educator, I ensure you understand every phase of the selling journey. This guide is designed to demystify the process, turning a complex transaction into a clear, manageable series of steps. From preparing your home for a top-dollar sale to expertly negotiating the final contract, I handle the heavy lifting so you can focus on your next chapter.

I am dedicated to providing a superior experience, backed by the strength of Long & Foster. I am here to be your single point-of-contact, ensuring your sale is successful and exceeds your expectations.

I look forward to starting this journey with you.

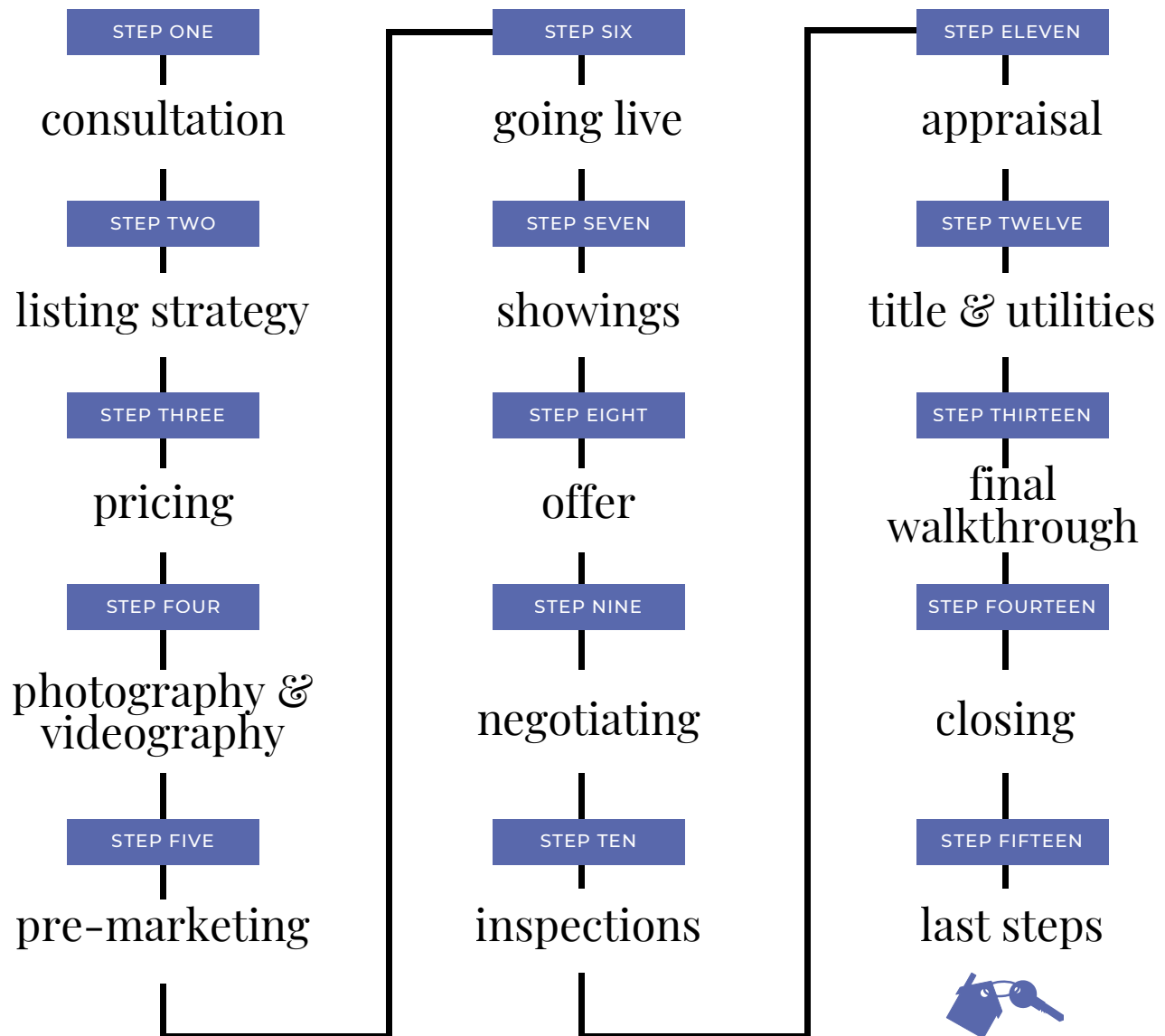
Warmly,

Colleen Johnson
REALTOR®

THE PROCESS



HOME SELLING *process*



A photograph of a bedroom interior. A large bed with a tufted headboard is the central focus. The headboard is light-colored with a grid of tufts. The bed is covered with a white textured duvet. Several pillows are arranged on the bed, including two dark blue pillows, two white pillows, and two patterned pillows. A blue blanket is draped over the left side of the bed. In front of the bed is a tufted ottoman in a brownish-gold color. To the left of the bed is a nightstand with a lamp and some decorative items. The floor is covered with a patterned rug. The overall aesthetic is modern and cozy.

LISTING YOUR HOME

robust marketing

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, but it will also be featured on the major 3rd party real estate sites, and syndicated to hundreds of other listing sites. Your home will be featured on our company website and social media.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

LOCK BOX

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

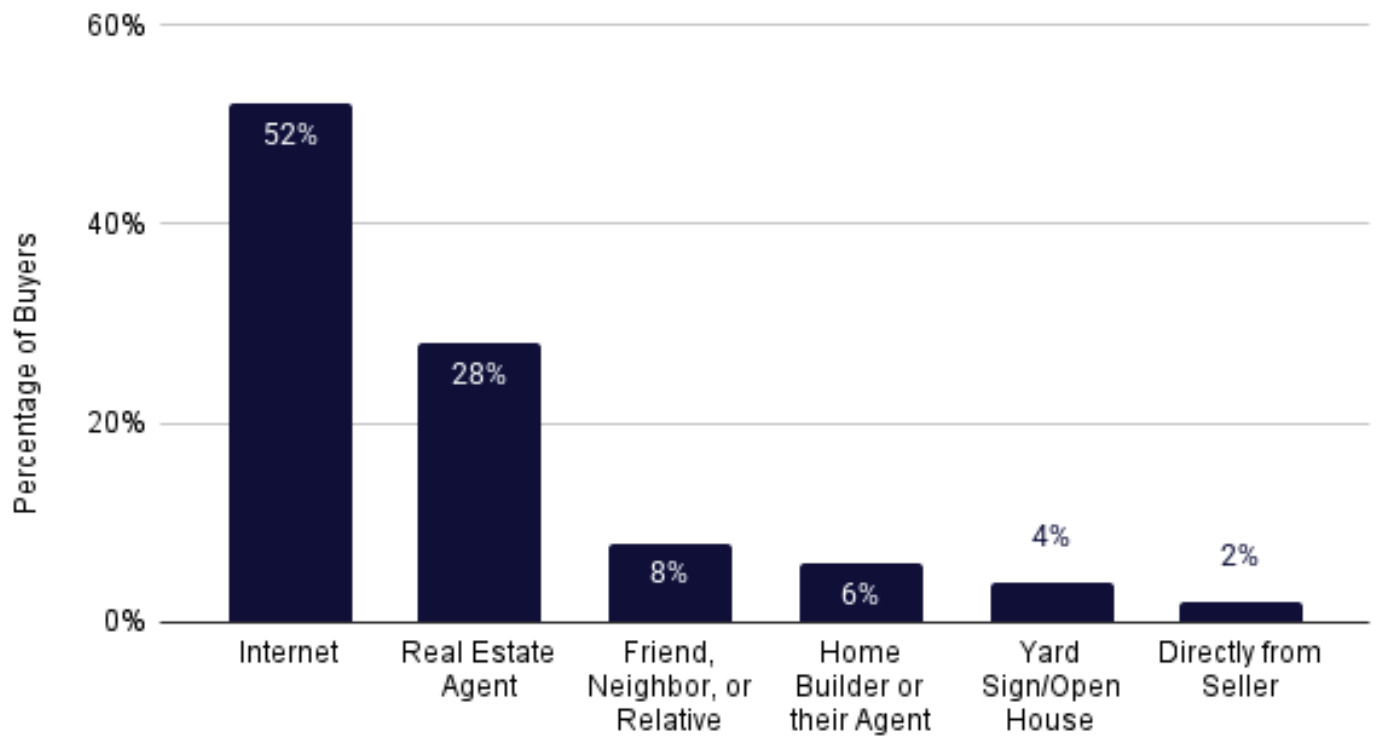
OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, and YouTube.

WHERE DO BUYERS *find their home*



2025 NAR Home Buyers and Sellers Generational Trends

maximum exposure



 **Zillow**[®]

 **trulia**[®]

realtor.com[®]

facebook

twitter



Instagram



Pinterest



YouTube

Linked in

GET FEATURED

I will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!

AFTER LISTING YOUR HOME



showings

A few tips to help your home showings go as smoothly as possible

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyer's ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter



CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.



ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.



PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.



LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.



CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.



OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN:

- **Accept the offer**
- **Decline the offer**

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- **Counter-offer**

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- **Accept the counter-offer**
- **Decline the counter-offer**
- **Counter the offer**

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

CONTRACT TO CLOSING



home INSPECTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME

TYPICALLY 10-14 DAYS AFTER SIGNING
THE CONTRACT.
NEGOTIATIONS USUALLY HAPPEN
WITHIN 5 DAYS

COSTS

NO COST TO THE SELLER. THE BUYER
WILL CHOOSE AND PURCHASE THE
INSPECTION PERFORMED BY THE
INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS
ARE USUALLY ONE OF THE TOP
REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS

COULD BE FOUNDATION, ELECTRICAL,
PLUMBING, PESTS, STRUCTURAL, MOLD,
OR RADON

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

home

APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
- Consider an alternative all-cash offer

CLOSING THE SALE

what to expect

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and you receive payoffs that are due to you.

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of a commission
- Sellers, if there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at the county courthouse
- Post-closing agreement, if the seller will need to rent back home for the specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

YOUR COSTS

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of a commission
- Title insurance policy
- Home warranty

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

FINAL STEPS



FINAL

steps



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.



DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.



INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



FLOORS

Vacuum and sweep floors one more time



LOCK UP

Ensure all blinds are closed, and lock the windows and doors.



**ONE UNIFIED TEAM OF EXPERTS
DELIVERING
GREAT SERVICE AND REAL VALUE.**

Real estate involves many moving parts—mortgages, inspections, title work, insurance, and more. Long & Foster brings it all together under one roof. Our experts work together to make sure buying or selling your home is smooth, stress-free, and designed around you.

IT'S THE **ONE.**

REVIEWS



Colleen Johnson is amazing! She listened to my needs and was very intentional in her strategy to ensure the optimal result for me in selling a property that was part of an estate. She is informed and insightful with masterful marketing, pricing and negotiating skills. Through her expertise, we received an offer on the property at the asking price, and within an incredible four days of it being listed. To top that - closing was within thirty days, beginning to end!! Throughout the process, Colleen assured me that no question was too naive or nonsensical, and she happily guided me through the terminology and expectation of each step. The professionalism she exhibited while safeguarding my wishes as her first priority was exceptional. If you are looking for a realtor who keeps abreast of the industry, in both a nuanced and well-defined approach, makes you the top priority and gets the job done, her name is Colleen Johnson. I highly recommend her to anyone looking to buy or sell a home.

Marcia

Colleen was very informative, she took her time with me to explain this process thoroughly even when I asked her the same questions . She is very professional and I really appreciated her kindness ... Great job Colleen!

Angie

Had a great experience. I relocated temporarily for my job and Colleen made the transition truly painless. She was helpful, polite, attentive and very accommodating throughout the process. I told her if my relocation turns permanent, I would be calling her for help house hunting! Highly recommend.

JW

REVIEWS



When I inherited my home, I felt overwhelmed by the thought of selling it. Fortunately, I had the privilege of working with Colleen. She guided me through each step of the process, making everything make sense and significantly easing my anxiety. Her expertise in marketing and pricing strategies, combined with her excellent negotiation skills, led to an incredible outcome: we received an offer at asking price in just four days and closed the sale in under 30 days. I couldn't be more grateful for her dedication and professionalism. Colleen made a potentially stressful experience smooth and successful. I highly recommend her to anyone looking to buy or sell a home.

Judea

Colleen teaches with my wife. We have known Colleen, her husband and son for 15 years. She is someone my wife and I would trust to help manage a life change in moving and selling our home.

Albert S.



WHAT TO EXPECT



FROM INITIAL CONTACT TO CLOSING AND BEYOND,
I AM HERE FOR YOU.

BUT WHAT DOES THIS MEAN, REALLY?

I AM BACKED BY A FAMILY OF COMPANIES THAT WORKS TOGETHER SEAMLESSLY TO HELP REACH YOUR REAL ESTATE GOALS IN FINANCING, INSURANCE, SETTLEMENT, PROPERTY MANAGEMENT AND MORE.

MY GOAL IS TO SEE YOU SUCCEED IN YOUR REAL ESTATE GOALS AND TO DELIVER AN EXPERIENCE THAT EXCEEDS YOUR EXPECTATIONS. I WILL BE YOUR SINGLE POINT-OF-CONTACT THROUGHOUT THE SELLING PROCESS, RESULTING IN A SUCCESSFUL TRANSACTION FROM START TO FINISH.

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REALTOR®



FROM LISTED
TO

Sold

Let the journey BEGIN!
I look forward to working with you!



Colleen Johnson

LONG & FOSTER[®]
— REAL ESTATE —