sellers guide

let's get your home sold



STEPHANIEHOFFEE

WASATCH MOUNTAIN REALTY



About Me

Stephanie Hoffee, Realtor®
Associate Broker
Wasatch Mountain Realty

Stephanie Hoffee has lived along the Wasatch Front for over 20 years and has been in real estate for over 12 years. Stephanie has a proven record of success in helping home sellers with a timely and effective sale of their homes. Whether you're buying a $100,000 or $4,000,000 - you'll experience a concierge level of service that makes your moving process seamless.

While focusing on negotiation, Stephanie has a long record of successfully guiding clients through buying, selling, and investing. She has built a solid foundation of loyal clients and referrals by listening to their wants and needs, cutting edge marketing, strategic financing and simply being there for her clients.

While most gain friendship in the process, Stephanie never loses focus on her client's best interests, providing unparalleled ethical standards, integrity, and pure transparency. She educates her clients through the process so they are never wondering, what's next? Stephanie has made a high level of commitment to her real estate education, having been mentored by some of the most highly acclaimed real estate coaches, along with continually attending board trainings. As a small business owner in the local area, she is a firm believer in volunteering and donates her time to several local organizations, community events, and fundraisers.

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WASATCH
MOUNTAIN REALTY

"Real estate is more than a career to me, it is my passion and has been my life for the past two decades. Getting to help people with the sale of their home is such an honor and a pleasure for me." -Stephanie

by the numbers

Stephanie Hoffee **Wasatch Mountain Realty**	**Average Salt Lake County Agent**
$21,708,335 volume sold this year	$362,500 volume sold this year
99.1% list to sold price ratio	98.7% list to sold price ratio
9 days average days on market	40 days average days on market
12 years in business	1 years in business
42 families helped	2 families helped
159 five-star reviews	- five-star reviews

results, not promises.

what my clients say



Amanda Lewis
Sold in 2017
Sold in 1 day
Sold in 2021
$45k over asking

Stephanie has sold two homes for me now, and I am committed to her until she retires! She's professional, makes you feel completely at ease through all of the stress (we all know how stressful selling a how is), and just downright great at what she does. HIGHLY RECOMMEND her for an agent.



Russ & Suzanne Ballard
Sold in 2017
Sold in 2020
Sold $5k over asking

"Stephanie Hoffee has been an extremely TERRIFIC realtor! We have used her twice - both times with complete satisfaction. The first time we were having a hard time selling our home and had been through 3 other realtors first for many months. Then we switched to Stephanie and it was like a light burst forth! We sold the house in about a month thanks to her expert marketing strategies. When we decided to sell this 2nd home and move to another State due to ill health, we immediately called Stephanie. Not only did she do a superb job working with our daughter (who was handling our estate), but she priced the house so perfectly that the house sold in 4 hours for $5k OVER the asking price! She is extremely competent, top notch, and fabulous to work with. We have zero complaints and highly recommend her without question."



Josh & Danielle Cole
Sold in 2016
Sold in 2019
Sold in 2020

"We have now sold and purchased two homes with Stephanie. If you have never been through the home purchasing process, or a new construction build, it is an emotional rollercoaster! She was so awesome, patient, and helpful through every step of the way. She is 100% committed to the wellbeing of her clients. She demonstrated this many times when a contractor tried to abuse us with a build. She went through that contract with a fine tooth comb and held the contractor to the agreements. She was the perfect amount of aggressive when it was needed. I can't say enough for how awesome she has been to my family. This is why we will continue using her for anything real estate."

the selling process

Let's break the home selling process down into 4 simple steps:

01 PREPARE IT

Meet with your agent
Clean, declutter, paint

02 ADVERTISE IT

Determine price
Strategic marketing

03 SHOW IT

Negotiate offers
Get under contract

04 SELL IT

Inspections + appraisals
Closing day!

prepare it

✓ MEET WITH YOUR AGENT

There are hundreds of thousands of agents who can sell your home. It's important to interview your agent and decide who you want to market your listing, represent your best interest, and ultimately get your home sold for the most amount of money in the shortest amount of time. Here are some questions you can ask your prospective agents - I've provided my answers so you can see why I believe I'm the best for the job.

1. How long have you been in real estate?

I received my real estate sales license in 2012 during my senior year of college while also obtaining a dual degree in Business & Economics. In 2016, I was awarded the opportunity to earn my real estate brokers license.

2. Are you a part-time or full-time agent?

I am a full-time agent at Wasatch Mountain Realty. The brokerage is owned and operated by 2 top producing real estate brokers - myself and father.

3. What is your average days on market?

Our median average days on market in 2023 was 9 days.

4. What is your list-to-sold price ratio?

Our average list-to-sold price ratio in 2023 was 99.1%.

5. Have you sold homes in this neighborhood?

Yes, we have sold homes throughout the counties of Salt Lake, Davis, Utah, Tooele, Weber, Wasatch & Summit counties.

6. Have you sold homes in this price range?

Yes, we have sold homes as low as $100,000 and as high as $4,000,000.

7. How many sellers are you currently representing?

We are a boutique brokerage and we believe in fostering quality over quantity, so you will not see our signs all over town, and you won't feel like you are neglected. You are our #1 priority.

8. What will you do to market my home?

I implement a 4 tier marketing structure which includes a high degree of professional photography, web and print marketing to expose your home to the best fit buyers, unique to your home.

9. Will I be working directly with you or a team?

You will be working directly with my self, and won't be handed off to any one during the transaction. I offer a concierge level of service that makes your moving process seamless.

prepare it

✓ CLEAN, DECLUTTER, PAINT

"Buyers decide in the **first 8 seconds** of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN



It is so important to make a great first impression once a buyer enters the home for the first time. When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property.

Most buyers will want a move-in ready property that feels like new. A long list of chores and repairs right when they move in will not be appealing and can be daunting to a potential buyer.

If needed, we contract professional cleaners and stagers to showcase your home in the best possible way.

Use the checklist on the following page to prepare your home for the market.

staging checklist

✓ CREATE A GAME PLAN

- [ ] Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- [ ] Consider having a home stager come and see if anything needs to be adjusted to the flow of the home
- [ ] Less is always more. Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

✓ REPAIRS TO CONSIDER

- [ ] Repaint and clean walls. Using light, neutral shades have been shown to be more appealing to potential buyers. In the kitchen paint baseboards, kitchen cabinets, trim, molding
- [ ] Landscape. Add some color with flowers and shrubs Keep the lawn mowed and remove weeds
- [ ] Upgrade lighting. Swap out old light bulbs with new brighter bulbs Add more lamps and accent lighting to brighten up darker rooms.
- [ ] Replace old appliances. When buyers know they don't need to replace appliances for years, they have a much easier time saying "yes to the address"
- [ ] Consider renewing floor finishes and replacing old carpets. Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

✓ CLEAN, CLEAN, CLEAN

- [ ] Thoroughly clean the entire home, or hire a professional cleaning company to do this
- [ ] Steam clean carpets, if stained consider replacing carpet
- [ ] Repair all cracks and holes in walls
- [ ] Paint all interior walls a neutral color
- [ ] Remove any excess furniture
- [ ] Organize closets and remove any clothes not in season to show off the space in closets
- [ ] De-clutter: stow away any small appliances, knick knacks,, personal items, etc. Remember, less is more!
- [ ] Remove valuable items from home like cash or jewelry

staging checklist

✓ KITCHEN AND BATHROOMS

- [ ] Mop and polish floors
- [ ] Clean appliances and fixtures
- [ ] Clean and organize pantry, throw out any old items and show off the storage space
- [ ] Replace old caulking
- [ ] Remove all stains from sinks, toilets, showers/tubs
- [ ] Keep all toilet seat lids closed
- [ ] Stow away your personal soaps, hygiene products, medications, etc

✓ FINISHING TOUCHES

- [ ] Switch out any lights that need to be replaced
- [ ] Throw in some fresh flowers or plants
- [ ] Remove personal photographs and items
- [ ] Don't forget to tidy up your closets and storage areas - buyers will be looking there too
- [ ] Stow away any pet or kids items
- [ ] Light a candle
- [ ] Wipe down all surfaces and declutter

✓ CURB APPEAL

- [ ] Paint the home's exterior, trim, doors, and shutters
- [ ] Power wash
- [ ] Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- [ ] Inspect the roof
- [ ] Sweep the entryways
- [ ] Keep lawn mowed and maintained
- [ ] Clean up pet droppings
- [ ] Clean the gutters and downspouts
- [ ] Open windows, let fresh air in and light a scented candle
- [ ] Turn all of the lights, open the blinds

prepare it

✓ CONSIDER STAGING

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.

83% of real estate agents said staging made it easier for a buyer to visualize the property as a future home.

40% of buyers' agents said that home staging had an effect on most buyers' view of the home.

**Statistics from the National Association of Realtors® Research Group, 2019*



PROS

+ Staging makes the listing photos look phenomenal, attracting more buyers into the home

+ Staging allows buyers to envision themselves living in your home

+ Staging has been proven to get a higher price in shorter time

CONS

- Staging can take time to set up and take down after selling

- Staging can be costly when hiring a professional stager company

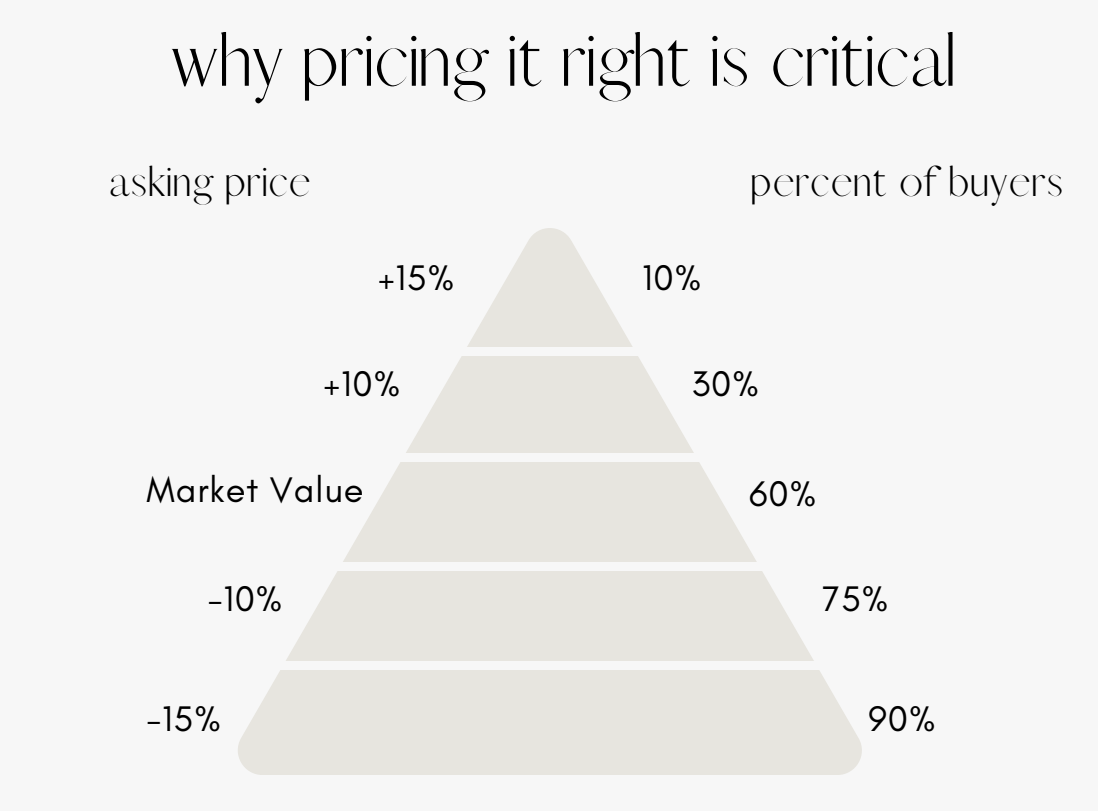
-If done poorly, staging may not be in the buyers' taste

advertise it

✓ PRICE IT RIGHT

It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:

- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.





advertise it

✓ PRICE IT RIGHT

Should we price it higher just to see what happens?

Setting a very high price just to "see what we get" is never a good idea. Setting an unreasonably high price usually results in longer time on the market, which does not look good to buyers and will frustrate you. Many sellers ask about the price that Zillow or other real estate websites give for their home. These are not reliable because these sites are only taking into consideration very general demographics. My job is to determine the perfect listing price to get your home sold for the most amount of money, in the shortest amount of time.

PROS AND CONS OF PRICING IT...

below market value

+ The home will receive high interest and a quick sale
+ You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price

at market value

+ No appraisal issues
+ Buyers and agents will recognize a fair price
+ Will appear on more relevant buyer searches

over market value

+ If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

What is my home worth?

Determining your home's market value is one very important reason to use a real estate agent. I will do a comparative market analysis (CMA) to help you set the correct listing price. I look at recent sales of comparable homes, similar homes that are under contract, and homes that are listed in the same price range of your home. Then I compare features of the homes including the size, style, number of rooms, age of the home, amenities, condition, lot size and placement, and the location or neighborhood. (Note: the tax appraiser's assessed value of your home has nothing to do with the market price.)

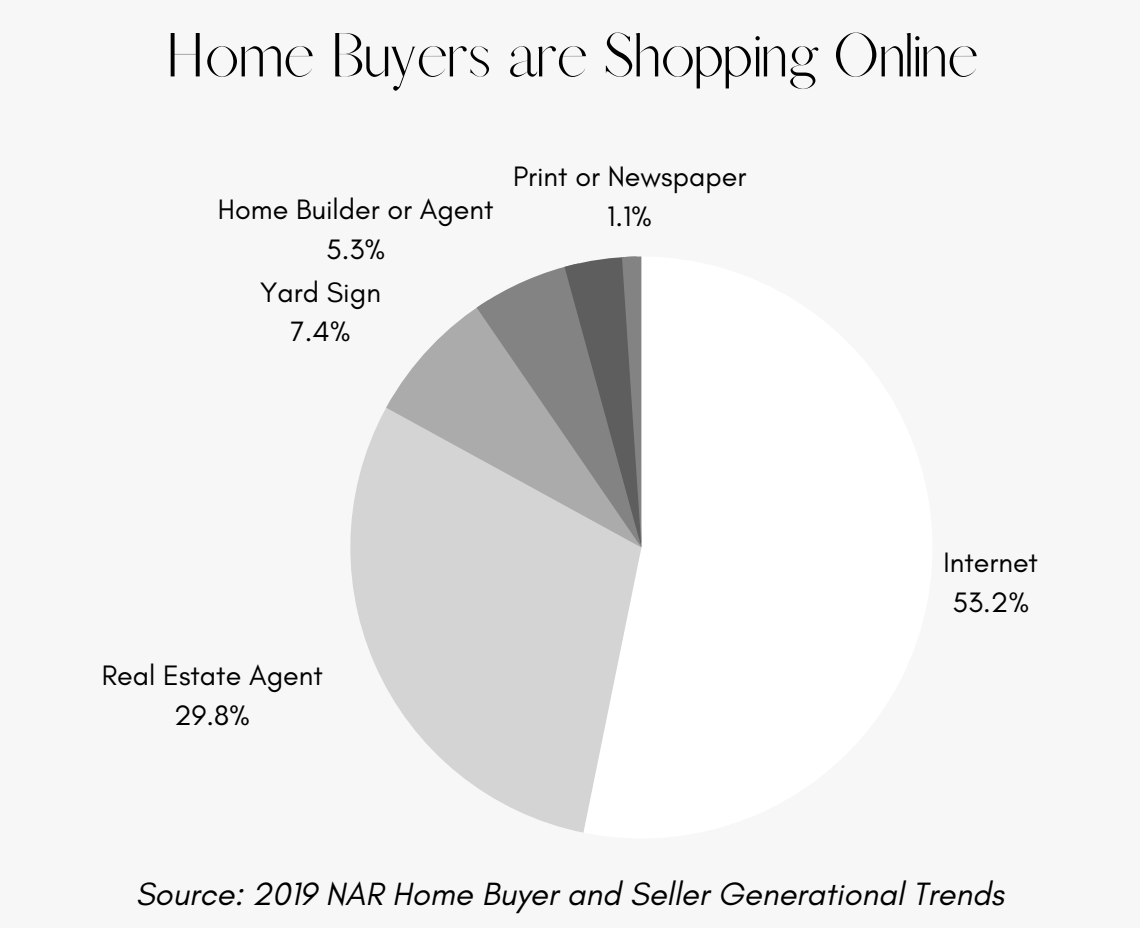
advertise it

✓ STRATEGIC MARKETING

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price, the way it is inputted and the way it is displayed in the MLS.



Source: 2019 NAR Home Buyer and Seller Generational Trends

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home. Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

advertise it

✓ OUR MARKETING STRATEGY

The most effective marketing plans are dynamic documents that evolve as the marketing grows and real estate market changes.

Tier One: 'Coming Soon'



Yard Sign,
Informational &
Directional Signs



Preparing and/or
Staging the Home for
Professional
Photography



"Coming Soon' Online
Advertisement includes:
1- Zillow Ad
2- KSL Ad
3- Facebook Ads

Tier Two: New Listing Announced



Detailed & Accurate
Listing Report



Creative &
Professional
Description



Optimized
Photography Order



MLS
800+ Website Uploads
Social Media
Email Campaigns



Immediate Response
to Buyer Inquiries &
20 Outbound
Calls per Day



Top Buyer's Agent
Targeting &
Broker Tours

Tier Third: Just Listed Open House



Open House Specific
Advertisement includes:
1- Zillow Ad
2- KSL Ad
3- Facebook Event Page



Postcard Invite to
Neighbors within Mile
Radius



Direct Neighborhood
Canvas Invites by Door
and Phone

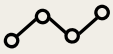


Invite by Email to
Personal & Professional
Database of 857



Open House Sign Rider,
Directional Signs, &
Balloons

Tier Four: Weekly Ongoing Assessments & Communication



Advise & Consult based
on Preferred
Communication Style



Listing Activity &
Completed
Marketing Activity
Reports every
Monday



Review & Inform of
Significant Changes
in Market Activity



Restructure Marketing
Plan, as needed & Refresh
Marketing Ads for Constant
Top of Mind Engagement



Present Offer(s), Best
Practices, & Negotiate
Rigorously for Your
Desired Terms

advertise it

✓ OUR OBJECTIVES

ASSIST IN GETTING AS MANY QUALIFIED BUYERS AS POSSIBLE INTO YOUR HOME UNTIL IT IS SOLD

COMMUNICATE TO YOU WEEKLY THE RESULTS OF OUR ACTIVITIES

ASSIST YOU IN NEGOTIATING THE HIGHEST DOLLAR VALUE ... BETWEEN YOU AND THE BUYER

✓ ACTION STEPS

1 SUBMIT YOUR HOME TO THE WASATCH FRONT MULTIPLE LISTING SERVICE

2 PRICE YOUR HOME COMPETITIVELY ... TO OPEN THE MARKET VS. NARROWING THE MARKET

3 PROMOTE YOUR HOME AT THE COMPANY SALES MEETING ON MONDAYS

4 DEVELOP A LIST OF FEATURES OF YOUR HOME FOR THE BROKERS TO USE WITH THEIR POTENTIAL BUYERS

5 EMAIL A FEATURES SHEET TO THE TOP 75 AGENTS IN YOUR MARKETPLACE FOR THEIR POTENTIAL BUYERS

6 SUGGEST & ADVISE AS TO ANY CHANGES YOU MAY WANT TO MAKE IN YOUR PROPERTY TO MAKE IT MORE SALEABLE

7 CONSTANTLY UPDATE YOU AS TO ANY CHANGES IN THE MARKETPLACE

8 PROSPECT 3 HOURS PER DAY AND TALK TO 40 PEOPLE PER DAY LOOKING FOR POTENTIAL BUYERS

9 CONTACT OVER THE NEXT 7 DAYS...MY BUYER LEADS, CENTER OF INFLUENCE & PAST CLIENTS FOR THEIR BUYER REFERRALS

10 ADD ADDITIONAL EXPOSURE THROUGH A PROFESSIONAL SIGN, LOCK-BOX, & REAL ESTATE PHOTOGRAPHER

11 WHENEVER POSSIBLE PRE-QUALIFY THE PROSPECTIVE BUYERS

12 KEEP YOU AWARE OF THE VARIOUS METHODS OF FINANCING THAT BUYER MIGHT WANT TO USE

13 WHEN POSSIBLE HAVE THE COOPERATING BROKER IN THE AREA TOUR YOUR HOME

14 FOLLOW UP ON THE SALESPEOPLE WHO HAVE SHOWN YOUR HOME...FOR THEIR FEEDBACK AND RESPONSE

15 ASSIST YOU IN ARRANGING INTERIM FINANCING...IF NECESSARY

16 REPRESENT YOU ON ALL OFFER PRESENTATIONS...TO ASSURE YOU IN NEGOTIATING THE BEST POSSIBLE PRICE & TERMS

17 HANDLE ALL THE FOLLOW-UP UPON A CONTRACT BEING ACCEPTED...ALL MORTGAGE, TITLE & OTHER CLOSING PROCEDURES

18 DELIVER YOUR CHECK AT THE CLOSING

show it

HOW WILL THE SHOWING PROCESS WORK?

We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance. Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle. Usually we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge. If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will get feedback from each showing and pass that information back to you. Most importantly, the #1 question I ask, 'why did the buyer decide not to write an offer?'



✓ QUICK SHOWING CHECKLIST

Use this showing checklist to get your home prepared for each showing.

- [ ] Remove all clutter and put away any personal items or decorations
- [ ] Remove all dishes from the sink and wipe it down
- [ ] Stow away any valuable items or take them with you
- [ ] Collect any kids or pets toys that are out
- [ ] Empty trash
- [ ] Clean bathrooms
- [ ] Spray air freshener or light a candle
- [ ] Fix and declutter exterior walkways

sell it

✓ PREPARING TO CLOSE

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close.

A **contingency** is when there's something that the buyer or seller needs to do for the transaction to go forward.

Some common contingencies are:

- **Inspection contingency.** If the inspection report shows that the home has issues like a damaged roof or electrical issues, the buyers may ask you to lower the price or repair the issues. If an agreement can not be reached, the buyers may back out.

- **Financing contingency.** This will be on any contract where the buyer needs to obtain a mortgage loan in order to buy your home. This is why buyers will submit a pre-approval letter with their offer, to prove that they have are capable of getting the loan, but there are still some things that need to be done before they get the "clear-to-close" from their lender.

- **Appraisal contingency.** Typically, the lender requests an appraisal is done to make sure they are paying a fair price for your home. If the appraisal value comes back lower than the price of the home, the buyers will have the ability to walk away from the deal if you don't lower the price. This is why it's so important to price your home right from the get-go.

- **Home sale contingency.** This happens when the buyer is currently trying to sell their own property. This is not as common as the other contingencies, but it does happen.



FAQ

Should I offer incentives like a home warranty, closing costs, or selling agent bonus?

Incentives are something I like to consider on a case-by-case basis. There are certain circumstances where it may be smart to offer an incentive. Some incentives can be offered from the start. For example, if your home is in an area that doesn't get a lot of traffic, we may offer an incentive to agents to bring us a buyer. Or if you know the appliances are at the end of their lifetime, you may offer a home warranty to help the buyers replace them. Other incentives, like helping with closing costs, are better used during the negotiation process.

What do I need to disclose?

It's smart to disclose any issues right up front. Your buyers will have the right to inspect the home, so it's best they not be hit with bad news after going under contract. If you know of problems with the appliances, plumbing, electric, HVAC, roof, foundation, property lines, or deed, these need to be listed on the Seller's Disclosure. If there are repairs that you can have done before listing, go ahead and take care of those. Anything that cannot be remedied before listing should be considered when setting your list price.

What happens if my home doesn't appraise above the contract price?

It sometimes happens that a home does not appraise at or above the contract price. When this happens, we go back to negotiations to determine if we can save the deal by adjusting both the sales price and the terms of the contract to the satisfaction of both buyer and seller. Usually we are able to work it out and save the deal. You always have the right to refuse to lower the price to meet the appraisal, but it's usually in your best interest to try to work with the buyer to resolve the issue as the next appraisal could result in the same valuation. If you are concerned about the appraisal value, go ahead and have your home appraised before setting the listing price.

How do you negotiate multiple offers?

A multiple-offer scenario is a fun position to be in as a seller. I will help you through the negotiation process to select the right buyer- and that is not always the one with the highest offer. We need to consider how strong the offer is, whether they are offering cash or financing, how much they are financing and what type of loan they are using. How much they are offering to put in escrow and the terms of the inspection process are indications of their commitment to the deal. You may also draw on sentiment: are they buying your home as an investment or a place to raise their family?

How long will it take to sell my home?

The length of time on market will depend upon the market in your area at the time of listing and whether the home is priced realistically. I am always working to get you the highest price in the shortest time possible. On average, a home that is priced right goes under contract in the first one to two weeks. If you need to sell fast, that should be reflected in the list price.

thank you

Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process.
My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about – I'm always here to answer your questions.



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let's get social

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