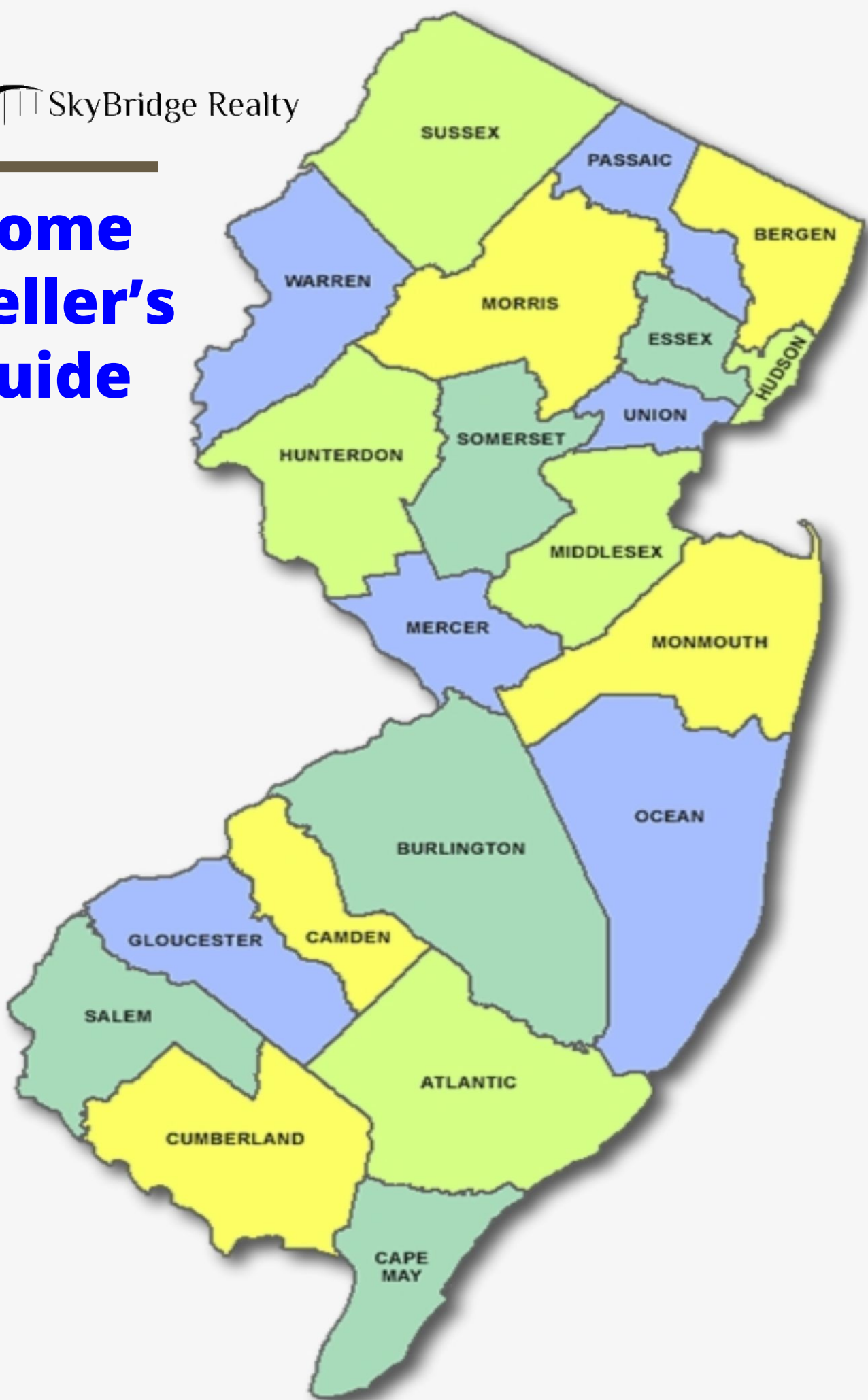


Home Seller's Guide





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Broker - Owner

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My name is Melissa Wu and I am your local real estate professional. I have been serving the New Jersey market for over 10 years.

Selling your home is a major event and we will help you do it right. This guide will introduce you to the home selling process.

I welcome the opportunity to serve your real estate needs and ask that you contact me with any questions, now or in the future.

You can rely upon my team to help you at every step of the way.

CLIENT REVIEWS

"I recently sold my home and would highly recommend Melissa Wu. I was so happy with her services as my agent in buying a home that I hired her as my seller's agent when it came time to sell my old home. She was knowledgeable about the area, presented a professional marketing plan and let me know each step of the way, what to expect. It's a sellers' market right now and we got multiple offers. I loved how she summarized the offers and key factors in writing, which allowed me to make a quick and informed decision."

- Victoria

Home Selling Process

Meet your SkyBridge
Realty Agent



Enter into agency
relationship & sign
Multiple Listing Contract

1. Property disclosures
2. Representation disclosures

Showing to prospective
buyers & agents



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2

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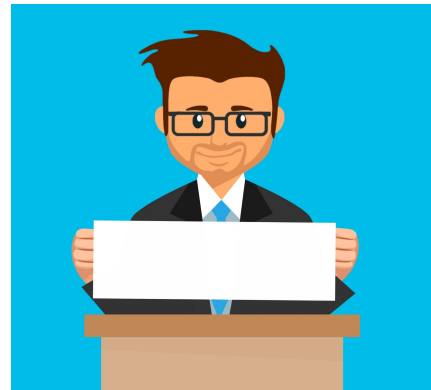
Discuss Your Goals,
CMA, Marketing Plan



Launch Marketing Plan

1. Network (agent open house or tour)
2. Public: Signage, Open houses, Advertising
3. Online: Zillow, Realtor.com, website

Review offers



Home Selling Process

Your agent advises on how to negotiate an offer that is best for you



Accept offer, likely with subject clauses



Your agent liaises with buyer or agent to satisfy subject clauses



7

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12

Negotiations



Coordinate inspection, township certifications, & appraisal



Subject clauses closed, SALE is official



Home Selling Process

Arrange for movers,
cancel utilities,
insurance, forward mail



13

Review closing
documents and title
transfer with attorney

14



On closing date, sign
closing docs & receive
funds from sale



15

On possession date, your
agent delivers keys to
buyer's agent

16

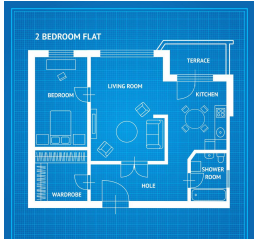


Ask me about my network of recommended lawyers, contractors, and more

Marketing Plan



Follow our process and we will make your home stand out

1. CMA & Pricing Strategy		Understand recent sales, active listings, etc. before setting a pricing strategy
2. Prepare Your Home for Sale		De-clutter, make minor repairs, staging (optional) to improve space & appeal.
3. Room Measurements		Each room is measured (optional) to help buyers visualize the home
4. Photography and Videos		Make a great impression with beautiful pictures and walk through videos

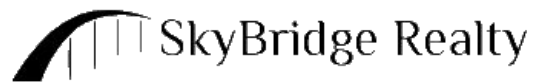
Marketing Plan



Follow our process and we will make your home stand out

5. Marketing - MLS	The logo for the Multiple Listing Service (MLS), featuring a blue square with a white 'R' and the word 'REALTOR' below it, followed by 'MLS' in large blue letters and 'MULTIPLE LISTING SERVICE' in smaller blue letters below it.	Advertise to buyer's agents where they are looking, the Multiple Listing Service (MLS)
6. Digital Advertising	A smartphone displaying the Zillow app interface, which includes a map and property listings.	Advertise to buyers, directly on the most popular websites: Zillow, Realtor.com, Google, etc.
7. Open Houses and Showings	A red and white 'OPEN HOUSE' sign standing on a green lawn.	Host open houses & private showings to increase demand for your home
8. Feedback	A graphic showing icons for an email address (@), a smartphone, an envelope, and a telephone, all set against a blue background with circuit-like patterns.	You will always get feedback from prospective buyers and their agents

Preparing Your Home for Sale Checklist



First Impressions Count!

A small investment in time and money will give your home an advantage over other listings in the area.

The First Impression

- ☐ Clean and tidy entrance
- ☐ Functional doorbell
- ☐ Polish door hardware
- ☐ Clean glass
- ☐ _____

General Maintenance

- ☐ Oil squeaky doors
- ☐ Tighten door knobs
- ☐ Replace burned-out lights
- ☐ Clean and repair windows
- ☐ Touch up chipped paint
- ☐ Repair cracked plaster
- ☐ Repair leaking taps and toilets
- ☐ _____

Spic and Span

- ☐ Shampoo carpets
- ☐ Clean washer, dryer and tubs
- ☐ Clean furnace
- ☐ Clean fridge and stove
- ☐ Clean and freshen bathrooms
- ☐ Wash windows, sliding doors
- ☐ _____

Conditions

- ☐ Safety conditions when showing to buyers

Curb Appeal

- ☐ Cut lawns
- ☐ Trim shrubs and lawn edging
- ☐ Weed and edge gardens
- ☐ Pick up any litter
- ☐ Clear walk and driveway of leaves
- ☐ Repair gutters and eaves
- ☐ Touch up exterior paint
- ☐ Close garage doors
- ☐ Clean and tidy garbage cans/outside storage areas
- ☐ _____

The Spacious Look

- ☐ Clear stairs and halls
- ☐ Store excess furniture
- ☐ Clear counters and stove
- ☐ Make closets neat and tidy
- ☐ Unobstructed views of living/storage areas
- ☐ _____

The Buying Atmosphere

- ☐ Be absent during showings
- ☐ Turn on all lights
- ☐ Light fireplace
- ☐ Adjust heat or central air
- ☐ Open drapes in the daytime
- ☐ Play quiet background music
- ☐ Keep pets outdoors
- ☐ _____

Your Relationship with a Real Estate Professional



Real estate professionals have a requirement to present you with the “Consumer Information Statement (CIS) on New Jersey Real Estate Relationships”

The CIS explains the different relationships you can have with the real estate professional to buy, sell, or lease property. Before you disclose confidential information, you should understand what type of business relationship with that individual.

You can work with a real estate professional in one of the following ways

As a client When you are the client of a real estate professional, they work on your behalf. The professional has special legal duties to you including:

☐ **Loyalty.** Act only in your best interest

☐ **Full disclosure.** Tell you everything they know that might influence your decision in the transaction

☐ **Avoid conflicts of interest.** Avoid any situation that would affect agent’s duty to act in your best interest

☐ **Confidentiality.** Do not reveal your private information without your permission, even after your relationship ends

When you become a client, you may be asked to sign a written agreement setting out your and the real estate professional responsibilities

As a non-client A real estate professional who is not representing you as a client does not owe you special legal duties

☐ **No Loyalty.** They may represent a client w/ competing interests. Must be loyal to their client, not you

☐ **No duty of full disclosure.** No duty to give you all relevant information

☐ **No duty to avoid conflicts of interest.** May not act in your interest

☐ **No confidentiality.** Must share any information you tell them with their client in a transaction

Whenever a real estate professional works with you in a transaction, whether you are their client or not, they have a responsibility to act honestly and with reasonable care, skill

Consumer Information Statement

CONSUMER INFORMATION STATEMENT ON NEW JERSEY REAL ESTATE RELATIONSHIPS

In New Jersey, real estate licensees are required to disclose how they intend to work with buyers and sellers in a real estate transaction. (In rental transactions, the terms "buyers" and "sellers" should be read as "tenants" and "landlords," respectively.)

1. AS A SELLER'S AGENT OR SUBAGENT, I, AS A LICENSEE, REPRESENT THE SELLER AND ALL MATERIAL INFORMATION SUPPLIED TO ME BY THE BUYER WILL BE TOLD TO THE SELLER.

2. AS A BUYER'S AGENT, I, AS LICENSEE, REPRESENT THE BUYER AND ALL MATERIAL INFORMATION SUPPLIED TO ME BY THE SELLER WILL BE TOLD TO THE BUYER.

3. AS A DISCLOSED DUAL AGENT, I, AS A LICENSEE, REPRESENT BOTH PARTIES, HOWEVER, I MAY NOT, WITHOUT EXPRESS PERMISSION, DISCLOSE THAT THE SELLER WILL ACCEPT A PRICE LESS THAN THE LISTING PRICE OR THAT THE BUYER WILL PAY A PRICE GREATER THAN THE OFFERED PRICE.

4. AS A TRANSACTION BROKER, I, AS A LICENSEE, DO NOT REPRESENT EITHER THE BUYER OR THE SELLER. ALL INFORMATION I ACQUIRE FROM ONE PARTY MAY BE TOLD TO THE OTHER PARTY.

Before you disclose confidential information to a real estate licensee regarding a real estate transaction, you should understand what type of business relationship you have with that licensee. There are four business relationships: (1) seller's agent; (2) buyer's agent; (3) disclosed dual agent; and (4) transaction broker. Each of these relationships imposes certain legal duties and responsibilities on the licensee as well as on the seller or buyer represented. These four relationships are defined in greater detail below. Please read carefully before making your choice.

SELLER'S AGENT

A seller's agent WORKS ONLY FOR THE SELLER and has legal obligations, called fiduciary duties, to the seller. These include reasonable care, undivided loyalty, confidentiality and full disclosure. Seller's agents often work with buyers, but do not represent the buyers. However, in working with buyers a seller's agent must act honestly. In dealing with both parties, a seller's agent may not make any misrepresentations to either party on matters material to the transaction, such as the buyer's financial ability to pay, and must disclose

defects of a material nature affecting the physical condition of the property, which a reasonable inspection by the licensee would disclose.

Seller's agents include all persons licensed with the brokerage firm, which has been authorized through a listing agreement to work as the seller's agent. In addition, other brokerage firms may accept an offer to work with the listing broker's firm as the seller's agents. In such cases, those firms and all persons licensed with such firms are called "sub-agents." Sellers who do not desire to have their property marketed through sub-agents should so inform the seller's agent.

BUYER'S AGENT

A buyer's agent WORKS ONLY FOR THE BUYER. A buyer's agent has fiduciary duties to the buyer, which include reasonable care, undivided loyalty, confidentiality and full disclosure. However, in dealing with sellers, a buyer's agent must act honestly. In dealing with both parties, a buyer's agent may not make any misrepresentations on matters material to the transaction, such as the buyer's financial ability to pay, and must disclose defects of a material nature affecting the physical condition of the property which a reasonable inspection by the licensee would disclose.

A buyer wishing to be represented by a buyer's agent is advised to enter into a separate written buyer agency contract with the brokerage firm, which is to work as their agent.

DISCLOSED DUAL AGENT

A disclosed dual agent WORKS FOR BOTH THE BUYER AND SELLER. To work as a dual agent, a firm must first obtain the informed written consent of the buyer and the seller. Therefore, before acting as a disclosed dual agent, brokerage firms must make written disclosure to both parties. Disclosed dual agency is most likely to occur with a licensee when a real estate firm working as a buyer's agent shows the buyer properties owned by sellers for whom that firm is also working as a seller's agent or sub-agent.

A real estate licensee working as a disclosed dual agent must carefully explain to each party, that, in addition to working as their agent, their firm will also work as the agent for the other party. They must also explain what effect their working as a disclosed dual agent will have on the fiduciary duties their firm owes to the buyer and to the seller. When working as a disclosed dual agent, a brokerage firm must have the express permission of a party prior to disclosing confidential information to the other party. Such information includes the highest price a buyer can afford to pay and the lowest price a seller will accept and the parties' motivation to buy or sell.

Consumer Information Statement

Remember, a brokerage firm acting as a disclosed dual agent will not be able to put one party's interests ahead of those of the other party and cannot advise or counsel either party on how to gain an advantage at the expense of the other party on the basis of confidential information obtained from or about the other party.

If you decide to enter into an agency relationship with a firm, which is to work as a disclosed dual agent, you are advised to sign a written agreement with that firm.

TRANSACTION BROKER

The New Jersey Real Estate Licensing Law does not require licensees to work in the capacity of an "agent" when providing brokerage services. A transaction broker works with a buyer or a seller or both in the sales transaction without representing anyone. A TRANSACTION BROKER DOES NOT PROMOTE THE OTHER PARTY TO THE TRANSACTION. Licensees with such a firm would be required to treat all parties honestly and to act in a competent manner, but they would not be required to keep confidential any information. A transaction broker can locate qualified buyers for a seller or suitable properties for a buyer. They can then work with both parties in an effort to arrive at an agreement on the sale or rental of real estate and perform tasks to facilitate the closing of a transaction.

A transaction broker primarily serves as a manager of the transaction, communicating information between the parties to assist them in arriving at a mutually acceptable agreement and in closing the transaction, but does not advise or counsel either party on how to gain an advantage at the expense of the other party. Owners considering working with transaction brokers are advised to sign a written agreement with that firm which clearly states what services that firm will perform and how it will be paid. In addition, any transaction brokerage agreement with a seller or landlord should specifically state whether a notice on the property to be rented or sold will or will not be circulated in any or all Multiple Listing System(s) of which that firm is a member.

YOU MUST OBTAIN LEGAL ADVICE ABOUT THESE BUSINESS RELATIONSHIPS FROM YOUR OWN LAWYER.

THIS STATEMENT IS NOT A CONTRACT AND IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY.

ACKNOWLEDGEMENT OF RECEIPT OF CONSUMER INFORMATION STATEMENT (CIS)

FOR SELLERS AND LANDLORDS

"By signing this Consumer Information Statement, I acknowledge that I received this Statement from SkyBridge Realty LLC (name of brokerage firm) prior to discussing my motivation to sell or lease or my desired selling or leasing price with one of its representatives."

Signed: _____

FOR BUYERS AND TENANTS

"By signing this Consumer Information Statement, I acknowledge that I received this Statement from SkyBridge Realty LLC (name of brokerage firm) prior to discussing my motivation or financial ability to buy or lease with one of its representatives."

Signed: _____

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DECLARATION OF BUSINESS RELATIONSHIP

I, _____,

(name of licensee)

as an authorized representative of

SkyBridge Realty LLC,

(name of brokerage firm)

intend, as of this time, to work with you as a (indicate one of the following):

- ☐ Seller's Agent Only
- ☐ Buyer's Agent Only
- ☐ Seller's Agent and Disclosed Dual Agent if the opportunity arises
- ☐ Buyer's Agent and Disclosed Dual Agent if the opportunity arises
- ☐ Transaction Broker Only
- ☐ Seller's Agent on properties on which this firm is acting as the seller's agent and transaction broker on other properties

DATE: _____

2012 CIS (A)