



**A GUIDE TO SELLING
YOUR PROPERTY**



BANACH WASSON TEAM

Thank you for allowing us the opportunity to discuss the sale of your home. We understand it is one of the most important transactions of your life and must be treated as such. We are different from most real estate professionals. We have built our business on results, and am confident we can deliver for you.

- **We have the experience and know-how to put a sold sign on your property. Since 2023, we've closed 82 deals, generating over \$17 million in on- and off-market home sales.**
- **We know you're thinking about selling your home, and we want to be the real estate professionals to help you.**
- **We commit to working with you individually and taking the time to understand the unique selling points of your home and neighborhood.**



From listing to closing, we are committed to navigating the entire sale process for you, using our expertise to sell your home smoothly, for top price.

We will actively target the types of buyers most likely to want your home. We will advise you about the home repairs and improvements that will maximize your asking price.

We will advertise your home 24 hours a day, 7 days a week.



Meet the Team



PAUL BANACH

LICENSED REAL ESTATE SALESPERSON | LEAD AGENT



LISA WASSON

ASSOCIATE REAL ESTATE BROKER | COMMERCIAL



CHRISTINA ZECK

DIRECTOR OF OPERATIONS | MARKETING



MICHELE WILLIAMS

LICENSED REAL ESTATE SALESPERSON

ABOUT US

At the **Banach Wasson Team**, we're more than just real estate agents – we're your solution-based partners, guiding you seamlessly from the starting line to the finish line.

Who We Are

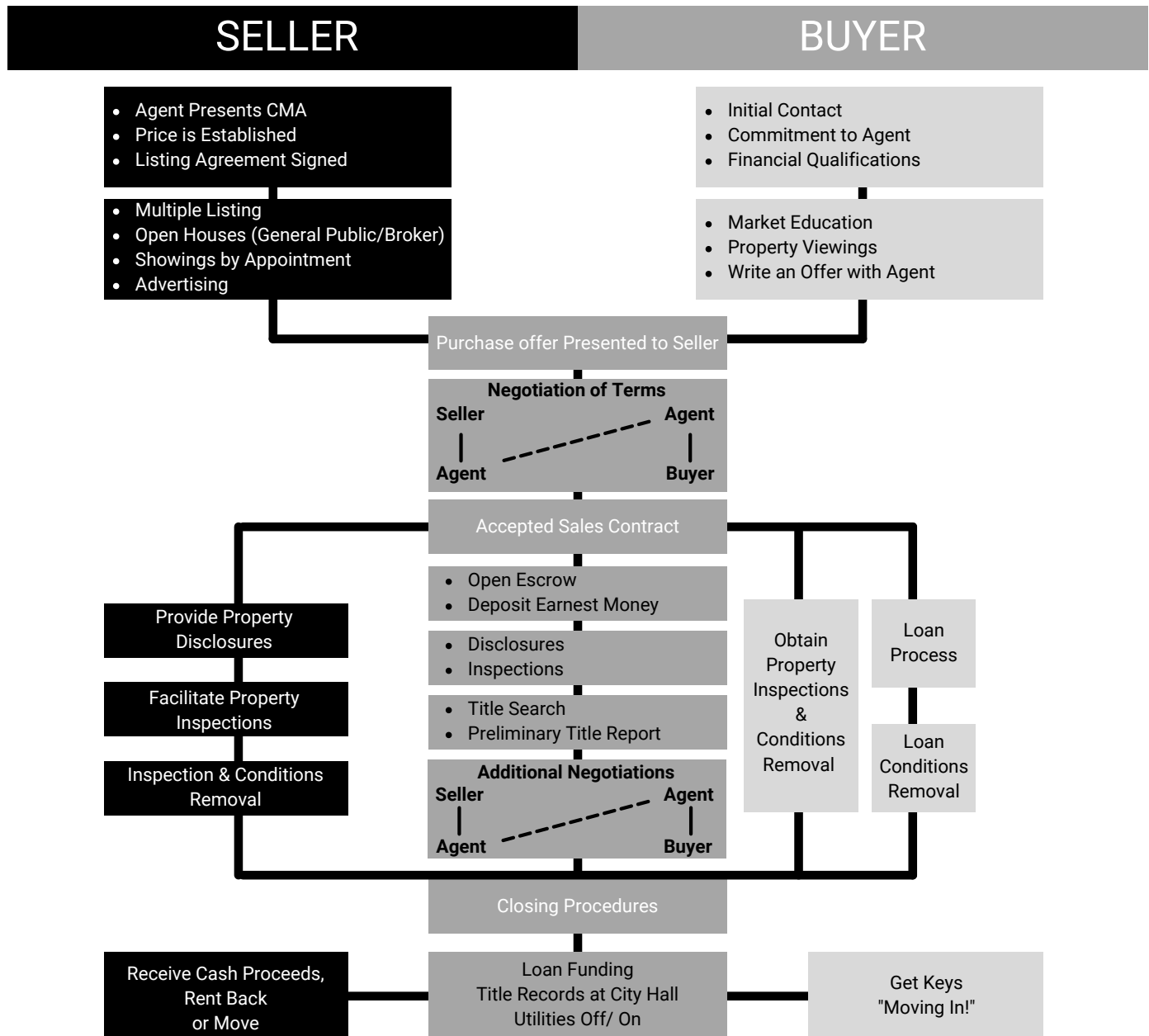
Our dynamic team, comprised of Paul Banach, Lisa Wasson, Michele Williams, and Christina Zeck, brings a wealth of experience and expertise to the table. We specialize in all aspects of real estate, offering comprehensive services for:

- **Residential Buyers and Sellers:** Looking to buy your dream home or sell your existing property? We'll navigate the process with you, ensuring a smooth and successful transaction.
- **Commercial Real Estate:** Whether you're an investor or business owner, we'll help you find the perfect commercial space to meet your needs.
- **Business Brokerage:** Thinking of buying or selling a business? With our strategic partnership with ValueCap, Inc. we are able to provide expert guidance throughout the entire process, maximizing your value and achieving your goals.

No matter what your real estate needs are, we're here to listen, understand, and deliver exceptional results. We believe in building strong relationships with our clients, ensuring a stress-free and positive experience.

YOUR TRANSACTION TIMELINE

The real estate transaction is complex - and navigating you through every step of the sale is my expertise.



What Our Clients Are Saying

"Paul Banach is by far the best realtor that I've ever worked with! If you're looking to buy or sell, consider Paul!" -Jeff C. (2025)

"Michele Williams and Banach Wasson team at eXp Realty did a wonderful job preparing and selling my mother's house. Michele chose to show the house empty and had 3 offers above asking price within 3 days of listing. Michele remained calm and professional despite the demanding and challenging buyers. I highly recommend Michele." -Rachael M. (2025)

"Paul did a tremendous job. Great communication the entire way, and did everything he could to get what we needed done as sellers. I would absolutely recommend Paul to anybody looking for a realtor." -Tim H. (2024)

"I have worked with Paul on multiple occasions now, both selling and purchasing. Paul is very professional and personable throughout the entire process. I would highly recommend calling Paul for any real estate needs!" -Ian H. (2024)

"I contacted Paul Banach from Banach Wasson to purchase my property, it was a good experience and an easy deal with them. I would recommend them if you want to purchase or sell a property." -Jean Poma (2023)

"I had the most amazing time working with Michelle Williams! She was so kind and so professional and answered every call I had no matter what time. She couldn't have made my first time home buying experience any better and I am forever grateful how she always went the extra mile." -Maxwell S. (2023)

"We have worked with Paul Banach from Team Lisa Wasson for almost two years now. He helped us sell our property and continues to work with us while we are looking for a new home. Paul is easy to work with and professional. He has been patient with us while we have looked at several homes and gives us the pros/cons of each home we visit. We will continue to work with Paul and is highly recommended!" -Linda M. (2023)

"My husband and I have lived full time in FL for 10 years while retaining our home in Penfield, NY. We made the decision to sell the house in NY last fall with a plan to list the house in January with the hopes of selling and closing in early spring to avoid moving amidst the winter elements! We met with Michele Williams and Lisa Wasson at EXP Realty last fall to start the process. Our experience was nothing short of flawless from our initial meetings to obtaining monthly comps and market appraisals, to listing the house, staging the house, coordinating showings and open houses to the final closing. Communications with their entire team were outstanding. The photography was also phenomenal! The house sold in 7 days with multiple offers at a final sell price \$20K above the asking price because of their "delayed negotiations" strategy. We cannot thank Michele, Lisa and Christina for assisting us in the sale of our home of 63 years in Penfield. They did a magnificent job!" -Jan S. (2023)

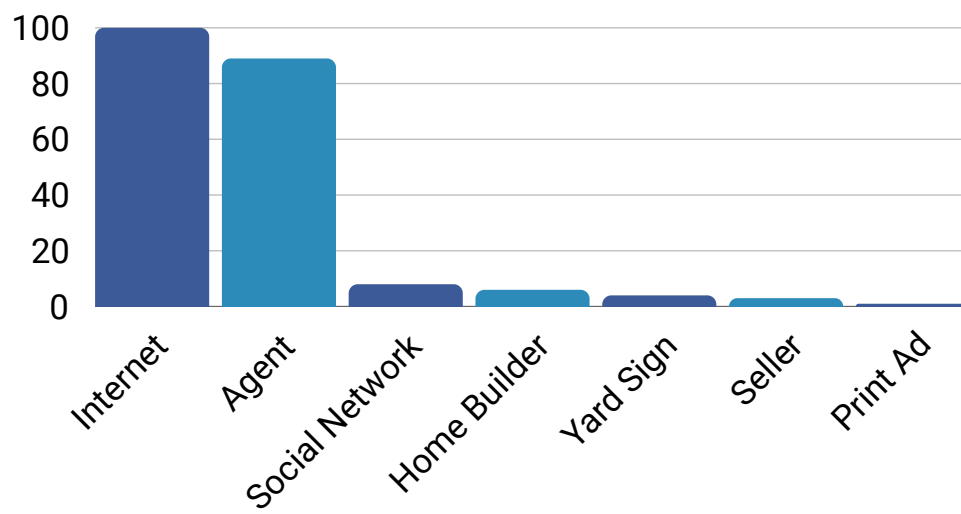
FINDING YOUR BUYER

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

HOW HOME BUYERS FIND THEIR HOME

National Association of REALTORS®
2023 PROFILE OF HOME BUYERS AND SELLERS

- **Internet:** 100% of home buyers used the internet at some point in their home search process. This is a significant jump from just 2% in 1995!
- **Real Estate Agent:** 89% of buyers used a real estate agent or broker throughout their home buying journey.
- **Other Sources:**
 - Yard sign/open house sign: 4%
 - Friend, relative, or neighbor: 8%
 - Home builder or their agent: 6%
 - Directly from sellers/Knew the sellers: 3%
 - Print newspaper advertisement: Less than 1%



FINDING YOUR BUYER

How Technology Can Enhance Your Selling Experience

By utilizing technology we can streamline the home selling process. This makes it more efficient, simpler and less time consuming for you! Here are some of the applications and technology we use.



If you ever need to scan a copy of a document to us, we recommend using CamScanner App. It is free and allows you to send things as a batch all in one PDF. From CamScanner you can send the PDF directly to our email.



Signing paperwork has never been easier! AuthentiSIGN lets you sign all the documents you need electronically. You no longer have to sign in person or print, sign and scan back. This saves you time and allows you to look over your paperwork at your pace.



Sometimes in person showings or meetings are just not possible. We like to use Zoom or Google Hangouts, both are free and lets us share our screen and files with you. If an in person showing is not available, buyers, sellers and agents can meet on one of these applications and tour the home.



Sellers can utilize Virtual or Video Tours of their homes online. This allows buyers to see the home at their convenience and minimizes showings for you. Less foot traffic through your home and less time spent leaving your house for showings.



Through social media we can reach more people than ever before. Methodically placed ads bring your property to a wide audience of potential home buyers. Not only that but posts on our pages and groups alert other agents to reach out to their buyers and share your listing!



Now Sellers can be in control of showings. No longer is the agent playing the middleman in trying to schedule a showing. ShowingTime allows you the seller to be notified of a showing request and confirm, decline or suggest an alternate time, all from your phone, email or the app with the click of a button! Don't want to be in control of showings, no problem! ShowingTime will work the same way for your agent to streamline showing appointments.

YOUR MARKETING PLAN

Our marketing plan is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer. The following list is the options and strategies we offer to sell your home fast for maximum value.

- Price your home strategically so you're competitive with the current market and price trends.
- Helpful suggestions for cleaning and staging your home to cast a positive light on the features most important to buyers.
- Take interior and exterior photos that will enhance the property and bring out features that may entice a potential buyer. Drone aerials and photography will be utilized for applicable properties with acreage or water front.
- Place "for sale" signage, complete with property fliers easily accessible to drive-by prospects.
- Print hard-copy brochures w/ professional pictures and highlights about the property that will be put inside the house for buyers and agents to take along with the sign in the front yard.
- Host a Broker's Open (if applicable)
- Host Open Houses to promote your home to prospective buyers. We can have them at least once a month (or more) if needed. One of our team members will host it and it will be held from 1 ½ to 2 hours. Open houses will be posted on: homesteadnet.com, realtor.com, Zillow.com, trulia.com, facebook.com, craigslist.com and homefinder.com (if applicable).
- Twilight open houses will be offered during the week in the evening hours (if applicable and depending on area).
- Target our marketing to active buyers and investors in our database that are looking for homes in your price range and area.
- Provide you with weekly website reports, and feedback/comments from prospective buyers and agents that have visited your home.
- We create a "coming soon" social media post that is a contest where just about anyone can win a gift card. We will include pictures and a description of the property but not the actual address. Then, whoever comes across the post online are encouraged to guess the upcoming list price. The individual that has the closest or exact estimate wins a gift card to Wegmans, Amazon, etc.
- Utilize social media platforms such as Facebook, Facebook Marketplace, Instagram & YouTube to market your property. We target specific areas and communities with a PAID social media Ad that includes pictures, a description of the property, a link to a video tour of the house and more. This sponsored ad gets the house online exposure and in front of thousands of people.
- Proactively lead generate by calling other real estate agents that have buyers looking in this area to let them know about our new listing. We routinely call on weekdays in the morning and will also on the weekend.
- Walk the neighborhood during the late afternoon and pass out brochures about your home. This not only spreads the listing through word of mouth but also will hopefully spur your neighbors to contact anyone they may know that may be looking to move in to the area.
- Mail fliers about the listing while targeting specific areas.

YOUR TRANSACTION TIMELINE

THE PROCESS

This may be the first time you've ever sold a real estate property or it may have been some time since you've been involved in a real estate transaction. Here's a quick refresher on some of the real estate specific terms you'll want to know.

Real Estate Brokers and Real Estate Agents

Listing agreements are made between real estate brokers and you, the seller. A real estate agent works for the licensed real estate broker. The commission for the sale of your home will be paid to the real estate broker. The real estate broker will pay a split of that commission to the seller and buyer agents where applicable.

The Fair Housing Act

The Fair Housing Act, originally passed in 1968 and amended in 1988, is a federal law in the United States that prohibits discrimination in housing. You can learn more about The Fair Housing Act at www.HUD.gov.

Seven "classes" are protected under the Fair Housing Act:

- Race
- Color
- Religion
- National Origin
- Sex
- Disability
- Familial Status

The Multiple Listing Service (MLS)

The Multiple Listing Service is a proprietary database of all properties currently under an active listing contract in a given area.

All active agents and brokers who belong to this MLS will have access to information about your property listing. Buyer's agents searching for a new home for their clients will learn about your property listing through this online database.

YOUR TRANSACTION TIMELINE

Real Estate Portals

Real estate portal websites like Zillow and Realtor.com are data aggregators on listing information. The marketing information on your listing will be syndicated to real estate listing portals in order to draw in the largest possible market of interested buyers.

Appraisal

Before you signed your listing contract with me, I offered you a competitive market analysis of your home's value. We will set the final asking price on your property based on this market value estimate.

When you receive an offer on your home, the buyer's lender will require an official appraisal of the property from a licensed appraiser. This valuation helps assure the lender that they would own a marketable property if the buyer (or the borrower in the lender's eyes) should default on their mortgage. The buyer will pay for the house appraisal, but you should know that it may be different than the market analysis that I provided you.

Inspection

In addition to an official appraisal, most interested buyers will request a home inspection before final sale. The goal of a home inspection is to give the buyer an objective, independent and comprehensive analysis of the physical condition of your property and check for any safety issues that might otherwise be unknowable.

A professional inspector will check on the structure, construction and mechanical systems of the house. This usually includes checking:

- | | | |
|-------------------------------|------------|--------------|
| • Electrical systems | • Pests | • Roof |
| • Plumbing and waste disposal | • Doors | • Radon gas |
| • Water heater | • Windows | • Asbestos |
| • Ventilation | • Ceilings | • Lead paint |
| • HVAC system | • Walls | • Insulation |
| • Water source and quality. | • Floors | • Foundation |

You may be considering ordering an inspection of your home before we place your house on the market. Not knowing the full extent of potential problems until an offer is made by a buyer is a recipe for an ugly negotiation process.

TRANSACTION TIMELINE CONT...

Showing Appointments

When an interested buyer is scheduled to see your property, it's best if you, your family and any pets you may own are not in the property.

Buying a new home is a very emotional process, and it's sometimes hard for prospective home owners to imagine themselves living in a particular place when the current resident is still inside. I will work with you and the other real estate professionals who will be showing your home to schedule and supervise listing appointments.

These home showings will most likely be an inconvenience for you and your family. I will do everything I can to work with you to minimize the impact, but an aggressive showing schedule will help us sell your property quickly, which is our ultimate goal.

THE WHOLE DEAL: FROM OFFER TO CLOSING

It would be great if closing a real estate transaction was like buying a new bike or TV, just cruise through the aisles, pick your favorite model and head for the register. But this just isn't the case. Real estate transactions are complex and involve as many as twenty different players including real estate brokers, buyers, sellers, attorneys, inspectors, appraisers, lenders, and often contractors. Because of this, even the simplest transaction today typically takes between 30 and 45 days to close.

Dealing with Offers

When a buyer or a buyer's agent makes a formal offer we will review the offer in its entirety together. It will include the offer price, as well as the terms and conditions of the offer. Offers will come on a legal form, and if accepted, you will be entering into a legal contract with the buyer. (Keep in mind that there are still lots of ways 'out' for both you and the buyer at this point.).

When we evaluate offers we'll of course consider the offer price, but we also need to review:

- **All of the terms and conditions of the offer.** Home buying offers regularly include terms such as what should be included in the sale of the home.
- **Anything that is an unusual request or requirement of the purchase offer.** We'll want to explore the full implications of anything odd that the buyer is including in a purchase offer.
- **Whether or not there are other offers on the table that are a better fit for you.**

After a buyer submits an offer you can accept, reject, or counter offer. We will prepare any counter offers together, and I will submit that to the buyer's agent and guide you through the negotiations.

TRANSACTION TIMELINE CONT...

On a typical home sale, here's how things will run:

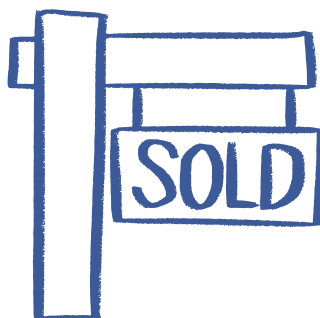
Once we've received an acceptable offer and entered into a buying contract, there are several steps that will need to be completed before the transaction and transfer of your property is complete.

- The buyer submits "earnest money" that is deposited into your real estate broker's account. This is typically 1%-3% of the agreed purchase price.
- A title policy will be ordered on your property.
- We will set a closing date with the buyer.
- The buyer will order an appraisal and in most cases, an independent home inspection.
- The buyer will remove the "conditions of sale" after the appraisal and home inspection, try and renegotiate their initial offer, or remove their offer entirely.
- After the final offer is finalized we will submit the final legal disclosures and other material facts relevant to your property.
- You will need to complete any agreed upon requests for repair that were submitted by the buyer before the closing date.
- The buyer will most likely schedule a walk through to verify the condition of the property and see any repairs that were made right before your closing appointment.
- Closing is scheduled and completed. Your house is sold!

Preparing for Closing:

Understanding the steps and terminology used for the closing procedures are key, and I am happy to help you with a quick run down of the process in our local area. There are a few things that you will need to do to prepare..

- Review the Closing Disclosure form that the buyer's lender or closing agent will provide you 3 days before closing. This document will contain a detailed description of all costs associated with the transaction.
- Verify with your closing agent any other items that you need to bring with you such as a valid driver's license or other form of identification.



PREPARING YOUR PROPERTY

Prepare your property for photos & make it more attractive to potential buyers.

Exterior:

- ☐ Park all cars inside a garage or down the street away from the house
- ☐ Move trash and recycling bins to an area that won't be photographed
- ☐ Put away hoses, hose reels, tools and sprinklers
- ☐ Complete basic yard maintenance (mow, trim, rake, shovel, etc)
- ☐ Garage and all exterior doors should be closed for photos

Kitchen:

- ☐ Clear counters of non-essential items & personal décor
- ☐ Remove all items from the fridge doors, sides, & top
- ☐ Put away all dishes, dish towels, & paper towels
- ☐ If the garbage bin is visible remove from room
- ☐ Clean and remove clutter from kitchen table

Bathroom:

- ☐ Remove all loofahs, scrubbies, robes, razors, toothbrushes, soaps, cosmetics, & scales
- ☐ Replace used towels & washcloths with clean matching towels

General:

- ☐ Remove all pet items (bowls, toys, beds, etc)
- ☐ Move any pets to areas not being photographed
- ☐ Remove personal photos, art & knickknacks, or replace with non-specific art or décor
- ☐ Organize or store children's toys
- ☐ Remove moving boxes & other ugly storage containers
- ☐ Remove all junk mail, bills, & other assorted paperwork from sight
- ☐ Turn off ceiling fans & televisions
- ☐ Open all drapes, blinds and curtains, except those masking unsightly views
- ☐ Hide any visible cords
- ☐ Adjust throw pillow and blankets in an attractive manner
- ☐ Remove and store any visible clothing, shoes, slippers, coats, etc
- ☐ Store all cleaning products, brooms and vacuums where they will not be visible

PREPARING YOUR PROPERTY

Prepare your property for Showings and Open Houses

Exterior:

- ☐ Park all cars inside a garage or down the street away from the house
- ☐ Apply fresh paint to wooden fences
- ☐ Put away hoses, hose reels, tools and sprinklers
- ☐ Complete basic yard maintenance (mow, trim, rake, shovel, etc)
- ☐ Weed and apply fresh mulch to garden beds
- ☐ Clean windows inside and out
- ☐ Wash or paint homes exterior
- ☐ Tighten and clean all door handles
- ☐ Ensure gutters and downspouts are firmly attached

Interior:

- ☐ Remove all pet items (bowls, toys, beds, etc)
- ☐ Keep pets secured outdoors
- ☐ Remove personal photos, art & knickknacks, or replace with non-specific art or décor
- ☐ Organize or store children's toys
- ☐ Remove moving boxes & other ugly storage containers
- ☐ Remove all junk mail, bills, & other assorted paperwork from sight
- ☐ Clean or paint walls and ceilings
- ☐ Open all drapes, blinds and curtains, except those masking unsightly views
- ☐ Shampoo or vacuum carpets
- ☐ Adjust throw pillow and blankets in an attractive manner
- ☐ Clean and organize cabinets and closets (remove items of value or medications)
- ☐ Repair all plumbing leaks, including faucets and drain traps
- ☐ Clean all visible surfaces i.e. light fixtures, counters, tables
- ☐ Turn on all the lights
- ☐ Infuse home with a comforting scent like apple spice or vanilla
- ☐ Empty all garbage cans

Please vacate the property prior and during showings



BANACH WASSON TEAM

MOVING CHECKLIST



There are so many details to handle as you prepare for a move. It can seem like a daunting task. This checklist will help you manage the process and not forget anything.

Packing and Moving

- If you're hiring a moving company, get a firm bid in writing.
- Try and consume canned food and frozen items before the move.
- Drain gasoline from your lawnmower.
- Drain any water from your garden hoses.
- Dispose of any flammable or hazardous items.
- Do not move these if they can be easily replaced.
- Moisten plants before moving.
- Pack a "first night" box with coffee, bedding, household cleaners, toothpaste and toothbrush, pet food, and other essentials that you expect to need upon arrival.

The Important Stuff

- Call utility companies (electric, water, cable) to cancel your current services and sign up for services in your new home.
- Collect all of your important documents – birth certificates, passports, medical records, and carry these with you instead of packing them.
- Have any necessary prescriptions filled and carry the medication with you.
- Precious items such as jewelry or your family photo albums should also be carried with you instead of packed along with other household items.

Before You Leave

- Conduct a last-minute walk-through. Check drawers, closets, the basement, and the garage.
- Make sure everything is turned off and locked up.



AFTER YOU SELL YOUR PROPERTY

Moving is often a chaotic yet exciting event in your life. After the big moving day, you've got a lot of work ahead of you. Unpacking is just the first part of the battle. Next you'll need to get your regular routines sorted out and make sure everyone in the family feels comfortable in the new home.

With all of the changes and the responsibilities of a big move, it's easy to misplace important items and make mistakes. To help keep your life in order, be sure to keep these things on your to-do list!

Securely store these records:

- Your closing statement
- Property deed
- Receipts for home improvements
- Warranty information
- Loan papers
- Insurance policies

Change your address

Start with USPS to make sure that all your mail is getting forwarded and you don't miss any important mail or bills. You can do this online at moversguide.usps.com.

Once this is done you'll also want to update your address with:

- Banks & Credit Cards
- Insurance Providers
- Work
- Department of Motor Vehicles (Driver's License and Car Registration)
- Voter Registration
- Online Vendors (Especially with automated payments).

Thank you for choosing the Banach Wasson Team!



BANACH WASSON TEAM
SOLUTIONS BASED PARTNERS

Here's how you can get in touch with us!



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Website



Facebook



Instagram

