Sandbar LIVING
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obxsandbarliving.com

KELLERWILLIAMS Luxury

OBX SANDBAR LIVING

Seller's Guide

KW OUTER BANKS
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THERE'S NO BETTER LIVING THAN
SANDBAR LIVING!

Welcome to

OBX SANDBAR LIVING!

I'm so glad you found OBX Sandbar Living! I created this guide to help you prepare for a successful sale and navigate the process with confidence from start to finish.

Whether you're selling a beloved second home, an investment property, or your full-time coastal residence, you'll find practical tips and expert guidance to help you make informed decisions every step of the way.

Use this guide as your roadmap to preparing your home for the market, understanding what to expect, and maximizing your results....and remember, I'm always just a phone call, text, or email away.

More About Me...

Let's get started!

-Danielle Taylor

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BEFORE WE *Begin...*

Deciding whether now is the right time for you to sell your Outer Banks property, both from a financial and personal perspective, can be challenging.

The key to making the right decision is to consider all the factors at play, one step at a time.

Here are some things you might want to think about...

Common "Time to Sell" Triggers

Analyizing your Real Estate Portfolio

Preparation AND TIMING

It's the age-old question: **list now, or wait?**

- How long are you prepared to wait?
  - **Consider your home's carrying costs** if you decide to wait to list.
  - What are the **seasonal market trends** and/or predicted market conditions during your projected timeframe?
  - Are there any **major projects** that you'll need to tackle if you hang onto the property, such as HVAC, roofing, windows, or painting?

Why Should You Sell at Year-End?

When is the Best Time to Sell?

YOUR *Real Estate* PARTNER

Choosing the right REALTOR® from the start can make the journey of listing and selling your property smoother, faster, and far less stressful. While I'd love for you to work with me and my team, your perfect match should be the one who best fits your needs and style.

Look for a REALTOR® who:

My Data-Driven Approach to Selling

- **Puts your best interests first**
- **Knows the local market inside and out**
- **Works in real estate full-time**
- **Has a proven track record and marketing strategy**
- **Can provide references from past clients**

Your ideal REALTOR® will take the time to truly listen to your goals and fine-tune your marketing strategy accordingly.
Above all—remember that **communication is the key** to a successful partnership!

Read my Resume and Testimonials

Agency IN NORTH CAROLINA

Before we start marketing your property, we are required to enter into a written **Listing Agreement** to comply with state and federal laws.

More on Dual Agency:

Simply put, **your agent represents you and works in your best interest** from the moment the agreement is executed until closing, expiration of the agreement, or a mutual decision to terminate the agreement.

One of the provisions of the listing agreement involves **Dual Agency**, a situation in which the brokerage firm (not necessarily your agent) represents both you AND the buyer in the sale of your property.

Another element of our agreement involves **buyer agent compensation**. While proferring compensation is not required, it is an important tool in our marketing strategy toolkit. Buyer agent compensation is negotiable and is one of the many components of a buyer's offer (which we will discuss in more detail in a bit).

LISTING *Documents*

In addition to the **Exclusive Right to Sell Listing Agreement**, there are several other North Carolina-required addenda that will be included in your packet for completion and signature, as well as a few others that might apply to your specific situation, including:

- **NC Residential Property Disclosure (RPD or RPOADS)**
- **Mineral, Oil and Gas Rights Disclosure (MOG)**
- **Contract and Bill of Sale (BOS)**
- **Bill of Sale Exclusions**
- **Vacation Rental Addendum (VRA)**
- **Property Management Disclosure (PMD)**
- **Seller Information Sheet**

Your listing document packet will need to be executed (which can be done in person or can be sent to you electronically via DocuSign for signature) prior to us scheduling photography.

Here is some other information that will help us market your property and respond to buyer inquiries as efficiently and effectively as possible.

Ready FOR IMPACT

Buyers are naturally drawn to homes that feel well cared for and move-in ready. In the Outer Banks market, they're often dreaming about beach days, sunset walks, and making memories with family and friends. They don't want to spend their first weeks of ownership creating a to-do list.

By taking care of a few high-impact items before your home hits the market, we can help buyers focus on everything they love about your property rather than the projects they think they'll need to tackle.

10 Things I Wish Every Seller Would Do

These recommendations are always tailored to your property, budget, and goals (and **we're happy to recommend and/or schedule vendors** to assist!)

Often, a relatively small investment of time and effort can translate into stronger buyer interest, a better first impression, and ultimately a more successful sale.

Staging AND PRESENTATION

When it comes to selling your Outer Banks home, presentation matters.

Buyers form impressions within seconds of viewing photos online, and those first impressions often determine whether they schedule a showing or scroll past. **Our goal is to help your property stand out by creating a clean, inviting, and aspirational environment that allows buyers to envision their own Sandbar Living story.**

The good news? Effective staging doesn't usually mean renting truckloads of furniture or completely redesigning your home. Instead, **our approach focuses on thoughtfully highlighting your home's strengths while minimizing distractions.** By editing personal items, refining room layouts, and strategically incorporating a few carefully selected accessories, we can create a polished look that photographs beautifully and shows exceptionally well.

Here are some "before and after" photos of our staging...

Pricing AND POSITIONING

Although we will have discussed your target price range prior to agreeing to work together, we will dial in your final list price before your listing goes live.

Factors that determine list price include:

- Comparable homes that have sold recently
- Active comparable properties
- How quickly you'd like to sell
  - Remember to plan for a minimum of 60 days from listing to closing

To minimize the time spent on market (and maximize your return on investment), **it is critical to price your property correctly from the outset.**

Top 10 Things that are Irrelevant when it Comes to Pricing

Price Once, Price Right

MARKETING Strategy

Once we've completed preparations, fine-tuned your presentation, and established the right pricing strategy, it's time to introduce your property to the market.

Today's buyers consume real estate differently than ever before, which is why **our marketing approach** extends far beyond traditional listing photos.

When it comes to showcasing your property, professional presentation is non-negotiable. We exclusively partner with experienced real estate photographers and video designers to create crisp, high-quality imagery and video that highlight your home's best features.

Past Listing Short-Form Video

Offer INCOMING!

Now comes the exciting part – receiving an offer to purchase!

As your agent, I not only provide solid research and data to back up our list price, I layer those factors into our business case for negotiating all offers that are presented to us.

- The standard NC Association of REALTORS® Offer to Purchase and Contract form is used in most cases, and includes **important details and provisions**
  - We will provide you with a sample contract when we enter our Listing Agreement so that you can start familiarizing yourself with the language within.

What is an Earnest Money Deposit?

What is a Due Diligence Fee?

What is the Due Diligence Period?

All about deposits and fees:

THE ART OF *Negotiation*

Once we receive an offer, there is often **negotiation**. This is a completely normal part of the process, and I'm here to walk you through it every step of the way!

- A well-rounded offer comes down to more than just price. Other relevant (and often negotiable) components include:
  - **Funds for closing** (whether buyer is paying in cash or obtaining a loan)
  - Earnest Money Deposit and/or Due Diligence Fee
  - Length of Due Diligence Period
  - Any contingencies, such as whether the buyer must sell a property prior to closing
  - Proposed Closing Date
  - Any concessions requested (such as closing costs, obtaining a warranty, etc.)

What Makes One Home Sell for More?

Should I Take a Lowball Offer?

Under Contract NEXT STEPS

Congratulations! We've successfully completed our offer negotiations and you're now **under contract**. My team and I will immediately get to work behind the scenes to make your **due diligence** and **closing** process as smooth as possible.

Once you're under contract, our Director of Operations, Jodi, will send you electronic copies of your executed contract documents for your records. She will also confirm:

a. **Your choice of attorney**
b. **Instructions for receiving your due diligence fee** (if applicable)
c. **Any inspections that the buyer may be scheduling** during their due diligence period

You will also receive a **project plan** tailored to your sale, along with a **quick reference guide** to refer back to as we go through the process.

We will be in contact with you frequently as we continue along the path to closing with updates and information.

Due Diligence PERIOD

Depending on whether your buyer is obtaining a mortgage loan, their Due Diligence Period serves several purposes:

The Due Diligence Process for Sellers

Inspections (as applicable):

- Home Inspection
- Pest Inspection
- Septic Inspection
- Survey

Loan Processing and Appraisal

Other Considerations (as applicable):

- HOA Analysis
- Inspection of home-specific amenities
- Engaging with existing property management company

Due Diligence PERIOD CONT'D

Here are a few other important notes regarding Due Diligence inspections:

- All inspections (including the appraisal) are at the buyer's expense, and as such, the buyer owns the inspection reports. We may never know the results unless there is an issue found that the buyer requests our assistance with addressing.
- Any results from an inspection, once known to us, become a **material fact.**
- If any issues are uncovered during an inspection, the buyer can choose to accept the home as-is, terminate and retain their Earnest Money Deposit, or ask you as the seller to either repair the issues prior to closing or give a credit at closing in lieu of repairs.
    - If the buyer asks for repairs or a credit, you as the seller have the option to agree, decline, or propose an alternative solution that you feel is appropriate. The goal is to find a solution that keeps your buyer moving forward with the transaction while still protecting your bottom line. I will guide you through this process every step of the way.

Pre-Closing DETAILS

Once all inspections have been completed, any repair requests have been negotiated, and the due diligence period has expired, we will enter the home stretch towards closing! Here is what you can expect between now and closing day:

- **Keys:** if you have any extra keys, we will make arrangements to obtain those from you.
- **Utilities:** we will prompt you on utility transfers approximately 5 days before closing (or when we receive confirmation from the buyer's agent and both attorneys that they are clear to close)
- **Seller Document Signing**
- **Buyer's Final Walk-Through:** the buyers and their agent are entitled to a final walk-through just before closing to ensure that the home is in substantially the same condition as when we went under contract.
- **Please do not contact your insurance provider(s) to cancel coverage until after we have closed and the deed has been recorded.**

Pre-Closing DETAILS CONT'D

With closing day approaching, let's talk about the closing costs that may apply to your situation...

5 Things Sellers Should Do Before Handing Over the Keys...

- **Attorney**
- **Real Estate Commissions**
- **Land Transfer Tax**
- **Revenue Stamps**
- **Prorated Property Taxes**
- **Prorated HOA Dues**
- **Loan Payoff(s)**

Prior to closing day, you will receive a full itemized account of your expenses and proceeds at closing from your attorney.

NOTE: your attorney will NEVER send you wiring instructions or requests via email. If you receive an email with wiring instructions or requests, please contact us and/or your attorney immediately by phone.

Closing Day CHECKLIST

It's almost time to celebrate – closing day has arrived! Here's a look at what to expect on the big day:

- **Utility Transfer Verification**
- **Buyer's Final Walk-Through**
- **Final Closing Disclosure Circulation for Signatures**
- **Recordation**: in North Carolina, the seller is the legal owner of the property until the deed transfer has been RECORDED with the county Register of Deeds – keys to the property will not be released to the buyer until after recordation. You will receive notification from us and your attorney once we have recorded, along with a copy of the fully signed Closing Disclosure.

Once the deed is recorded, your chapter as an Outer Banks property owner will come to a close. However, our relationship has only just begun – whether you need assistance tidying up loose ends with vendors, or a friend or neighbor needs help navigating their own Outer Banks real estate journey, we are always ready and honored to help!

READY TO MAKE A SPLASH IN THE MARKET?

LET'S GET STARTED.

We would love the opportunity to spoil, surprise, and delight you at every turn, with an experience that is seamless, successful, and as low-stress as possible.

THERE'S NO BETTER LIVING THAN SANDBAR LIVING!

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