Thinking About Selling Your Home?

Whether you are ready to list or simply wondering what your home may be worth, I am here to help.

JODI COLLINS

Licensed Real Estate Salesperson

Great Lakes Real Estate

Phone: 716-417-0271

Serving homeowners throughout Western New York

How I Can Help You Sell

- I will meet with you to learn about your goals, timeline, and what matters most to you in the sale.
- I will review comparable sales, current competition, and market conditions to help you develop a pricing strategy.
- I will walk through your home with you and recommend practical ways to prepare it for the market.
- I will create a marketing plan designed to give your property strong exposure and showcase its best features.
- I will coordinate showings, communicate with buyers' agents, and keep you informed about activity and feedback.
- I will review every offer with you and explain the price, financing, contingencies, concessions, dates, and other important terms.
- I will negotiate on your behalf and help you make informed decisions throughout the transaction.
- I will coordinate with attorneys, agents, inspectors, appraisers, lenders, and other professionals involved in your sale.
- I will help you navigate inspection issues, appraisal concerns, repair requests, deadlines, and closing preparations.
- I will remain available as a resource before, during, and after your sale.

Your home is important. My goal is to make your selling experience organized, well-informed, and as smooth as possible from our first conversation through closing.

YOUR ROAD MAP

We Have an Offer! What Happens Next?

Once an offer comes in, I will guide you through each step from negotiation to closing.

1. We Receive an Offer

I review the entire offer with you - not just the price. We look at financing, down payment, deposit, inspection terms, appraisal, contingencies, seller concessions, closing date, and requested inclusions.

2. We Decide How to Respond

You can accept, reject, or counter the offer. I will explain the strengths and potential concerns and help you develop a negotiation strategy based on your goals.

3. The Offer Is Accepted

Once we have an accepted offer, I make sure the appropriate parties receive what they need and I begin tracking important dates and next steps.

4. Attorney Review

Your attorney reviews the contract and handles the legal portion of the transaction. I stay in communication with everyone involved to help keep the sale moving.

5. The Home Inspection

If the buyer has an inspection contingency, an inspector will evaluate the property. You generally will not be present during the inspection.

6. What Happens After the Inspection?

Depending on the contract and inspection results, the buyer may proceed as agreed or raise permitted inspection-related issues. If something comes up, I will explain the request and help you evaluate your options before responding.

7. The Appraisal

If the buyer is financing the purchase, their lender will typically order an appraisal. The appraiser provides an independent opinion of the property's value for the lender.

8. The Buyer's Financing Continues

The buyer works with their lender to satisfy loan requirements. I continue communicating with the buyer's agent and transaction professionals and watch for anything that could affect the sale.

9. Title & Closing Preparation

The attorneys work through title and closing requirements. You may be asked for additional documents, mortgage payoff information, or other items.

10. The Final Walk-Through

Shortly before closing, the buyer returns to confirm the home is in the expected condition, agreed-upon items remain, and any required work has been completed.

11. Closing Day

The attorneys handle the legal transfer of ownership and funds. Once the transaction is officially closed, ownership transfers to the buyer.

From the moment we receive an offer until the sale is complete, I will stay involved, keep you informed, and help you navigate each step along the way.

The Home Selling Process

I will guide you from our first meeting through closing

1. Initial Consultation

We will talk about your goals, timing, property, priorities, and what you hope to accomplish with the sale.

2. Prepare a Pricing Strategy

I will review comparable sales, current competition, market conditions, and your home's features to help you choose a strong listing price.

3. Prepare Your Home for the Market

I will walk through the property with you and recommend practical ways to improve presentation, including cleaning, decluttering, repairs, staging, and curb appeal.

4. Prepare the Listing & Marketing

I will coordinate the listing information, photography and marketing plan so your home is presented professionally to buyers and other agents.

5. Launch the Listing

Once your home is live, I will manage showing activity, inquiries, feedback, marketing, and communication with you.

6. Review Offers

When offers arrive, I will explain the price, financing, contingencies, concessions, proposed dates, and other important terms so you can compare the complete offer - not just the price.

7. Negotiate

I will negotiate on your behalf based on your goals and instructions and help you evaluate counteroffers and other options.

8. Under Contract

I will track important dates and communicate with the buyer's agent, attorneys, lender, appraiser, inspectors, and other transaction professionals.

9. Inspection & Appraisal

If applicable, I will help you navigate inspection-related requests and the appraisal process while keeping you informed of your options.

10. Prepare for Closing

We will work through final requirements, moving plans, agreed repairs, the buyer's final walk-through, and closing preparations.

11. Closing

Your attorney will guide you through the legal closing requirements and transfer of ownership. I will remain available to help coordinate the real estate side through the finish line.

What I Do for You as Your Seller's Agent

My job is to market your home, protect your interests, and help you navigate the transaction

Before We List

- I will learn about your goals, timeline, property, updates, and priorities.
- I will research comparable sales and current competition and discuss a pricing strategy with you.
- I will recommend ways to prepare your home so it makes a strong first impression.
- I will help organize the property information needed to create an accurate and compelling listing.

Marketing Your Home

- I will develop a marketing plan designed to give your property strong exposure.
- I will coordinate professional presentation of your home through listing photos, property details, online marketing, agent outreach, open houses, and other appropriate marketing.
- I will highlight the features and lifestyle benefits that make your property stand out.

Showings & Buyer Interest

- I will coordinate showing activity and communicate with agents and interested buyers.
- I will share useful feedback and market response with you so we can make informed decisions.
- I will continue promoting your property while it is on the market.

Offers & Negotiations

- I will review each offer with you and explain the important terms, contingencies, financing, concessions, and proposed dates.
- I will help you compare the strength of offers beyond the purchase price.
- I will negotiate on your behalf according to your goals and instructions.

From Contract to Closing

- I will track important dates and help keep the transaction organized.
- I will communicate with the buyer's agent, attorneys, lender, appraiser, inspectors, and other professionals involved.
- I will help you navigate inspection issues, appraisal concerns, repair requests, and transaction challenges that may arise.
- I will help coordinate the buyer's final walk-through and remain available through closing.

As your seller's agent, I will be your trusted advocate throughout the transaction.

Selling Your Home: What To Do & What Not To Do

Simple steps that can help your sale go more smoothly

WHAT I RECOMMEND YOU DO

- Keep the home clean, decluttered, and ready for showings. Buyers often make decisions quickly based on first impressions.
- Make small repairs we identify before listing when they are practical and likely to improve presentation.
- Secure medications, valuables, important papers, firearms, and personal information before showings.
- Be flexible with showing times whenever possible. More access can mean more opportunities for buyers to see your home.
- Tell me about known property issues, repairs, improvements, permits, easements, liens, or other information that could affect the transaction.
- Keep receipts, warranties, permits, surveys, and records for major improvements or mechanical systems when available.
- Keep me informed about travel, moving plans, access issues, or anything that could affect showings or closing.
- Continue maintaining the property, utilities, lawn, snow removal, and insurance until ownership transfers.

WHAT I RECOMMEND YOU DON'T DO

- Do not hide known defects or provide inaccurate information about the property. Ask me or your attorney when you are unsure what must be disclosed.
- Do not make major renovations immediately before listing without discussing whether the cost is likely to help the sale.
- Do not remain in the home during buyer showings unless we have specifically discussed a reason to do so.
- Do not negotiate directly with buyers or their agents. Send questions and conversations through me so I can protect your negotiating position.
- Do not remove fixtures, appliances, or items that are included in the contract without discussing them first.
- Do not cancel utilities or homeowners insurance before your attorney confirms it is appropriate.
- Do not assume the transaction is complete until closing. Inspection, appraisal, title, financing, and other requirements may still need to be completed.

Documents to Have Ready for Your Attorney

Having these items available early can help your attorney prepare for the sale

Every transaction is different, and your attorney may request additional documents. I recommend gathering the following items when they apply to your property:

Ownership & Title Information

- Your current deed or a copy, if readily available.
- Existing title policy or title documents from when you purchased, if available.
- A recent property survey, if you have one.
- Information about easements, shared driveways, rights-of-way, boundary agreements, or other property agreements.

Mortgage, Liens & Financial Information

- Current mortgage lender and loan/account information needed by your attorney to obtain a payoff.
- Information for any home equity loan, HELOC, second mortgage, judgment, lien, or other debt secured by the property.
- Information about outstanding property tax, water, sewer, municipal, or other charges you are aware of.

Property & Improvement Records

- Building permits, certificates of occupancy/compliance, or approvals for additions, finished spaces, pools, decks, garages, sheds, electrical work, or other improvements when applicable.
- Receipts, warranties, transferable service agreements, and records for major improvements or mechanical systems when available.
- Documentation for solar panels, leased equipment, security systems, propane tanks, water treatment equipment, or other items that may be owned, financed, or leased.

Association Documents

- HOA or condominium documents, contact information, current fees, assessments, rules, and resale requirements when applicable.

Special Circumstances

- Trust, estate, probate, power-of-attorney, divorce, bankruptcy, business-entity, or other ownership documents affecting who can legally sell or sign.
- Tenant leases, security-deposit information, rental agreements, or other occupancy documents if the property is rented.
- Any prior agreements that may affect the property or sale.

Identification & Contact Information

- Government-issued identification and your preferred contact information.
- Your forwarding address and information your attorney requests for delivery of proceeds and final documents.

Important: Your attorney will tell you exactly what is required for your sale. If you are unsure whether a document matters, bring it to their attention rather than leaving it out.

Preparing Your Home for the Market

I will help you focus on the improvements that matter most to buyers

Create a Strong First Impression

- Improve curb appeal: tidy landscaping, sweep walkways, clean the entry, and make the front door welcoming.
- Declutter rooms, counters, closets, and storage areas so buyers can see the space rather than the belongings.
- Deep clean the home, including kitchens, bathrooms, floors, windows, and high-touch areas.

Make the Home Feel Bright & Spacious

- Open blinds and curtains for showings and replace burned-out bulbs.
- Remove oversized or excess furniture when it makes rooms feel smaller.
- Use simple, neutral presentation where practical so buyers can imagine themselves living in the home.

Address the Small Things

- Repair obvious minor issues such as loose handles, dripping faucets, damaged switch plates, sticking doors, or missing trim when practical.
- Touch up noticeable marks or damaged paint where it improves presentation.
- Reduce strong odors and avoid heavy fragrances intended to cover them.

Before Each Showing

- Make beds, clear counters, put away dishes and laundry, empty trash, and straighten rooms.
- Secure valuables, medications, documents, mail, and personal information.
- Make arrangements for pets when possible.
- Leave the home for the showing so buyers can comfortably look around and talk with their agent.

You do not need to make your home perfect. I will help you prioritize the changes that are most likely to improve presentation and buyer appeal without spending money unnecessarily.