

YOUR GUIDE TO A

SUCCESSFUL HOME SALE



Cornerstone[®]
HOME LENDING



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TRADE IN. MOVE UP. BUT WHATEVER YOU DO, DON'T WAIT.

3 REASONS YOU'RE BETTER OFF SELLING YOUR HOUSE RIGHT NOW:

- 1. Buyers are still out there.** While moderate compared to 2020 and 2021, showing activity (which indicates buyer demand) has reached pre-pandemic levels – and those were strong years in the industry.
- 2. The inventory of homes for sale is still low.** That means sellers have a big advantage.
- 3. The time may never be this right.** CoreLogic has reported significant equity gains for homeowners over the past few years. You could tap into that equity to make the move to your next dream home.

DON'T SELL A HOME ALONE

HERE ARE SOME OF THE MANY BENEFITS OF WORKING WITH A REAL ESTATE AGENT ON YOUR HOME SALE.

REAL GUIDANCE FROM A REAL PERSON

While there are tons of real estate resources out there, a good agent can help you make sense of everything. They can help you understand the home selling process and exactly what to expect along the way. They can also share insight on prepping and staging your home, scrutinize all offers, and manage all transaction details.

MORE EXPOSURE FOR YOUR HOME

A good agent also knows when, where, and how to advertise in your market. But while advertising is important, the National Association of Realtors (NAR) says the key to more than 80% of real estate sales is who the agent knows: their past clients, referrals, and other contacts. From open houses to cooperative marketing networks, they can work with other agents to bring in the most potential buyers for your home.

SCREENING & SECURITY

Your agent can prescreen prospective buyers and accompany them on tours of your home. So, you won't have to feel wary about having strangers in your home with your agent by your side.

MORE VALUE FOR YOUR HOME

According to the NAR, a median-priced home sold by an agent can net an average \$60,000 to \$90,000 more than one sold by its owner. Here's a quick look at the numbers as reported by the NAR:

- All For Sale By Owner (FSBO) homes: \$190,000
- FSBO homes to a buyer the seller knew: \$160,300
- All agent-sold homes: \$250,000 (median price)

CONFIDENCE AT CLOSING

An experienced agent can negotiate the purchase contract on your behalf, plainly explain all the legalese, handle required paperwork, oversee inspections, and resolve issues that could affect the closing. From start to finish, they can take care of everything you need so you are a well-informed home seller.

THE EASIER WAY TO SELL YOUR HOME

LET CORNERSTONE PREQUALIFY POTENTIAL BUYERS!

Cornerstone Home Lending has been around for more than 30 years. We can simplify the process for everyone involved in the transaction. **That means you, your realtor, and your buyer can enjoy a totally seamless experience from start to close!**

MORTGAGE ON THE GO WITH LOANFLY®

Borrowers can start their loan, upload documents, and connect bank accounts with Asset Connect. It's easy to see next steps and stay connected to the process on their favorite device with **Cornerstone's free all-in-one app.**

NO MORTGAGE MIDDLEMAN

We're a direct lender with **local, in-house operations and loan approvals.**

ADVANCED LOAN APPROVALS*

Some buyers may qualify for upfront underwriting approval, which gives them "like-cash" buying power to close their loan even faster. **Plus, you could get your money quicker.**

MORE PROGRAMS AND RESOURCES

Because of our vast network of investors, we have solutions that many lenders don't have or won't offer. **We can help more buyers successfully secure financing.**

SUPER-FAST CLOSINGS

Our team can speed to closing in **10 days or as soon as the seller agrees.****

15-MINUTE EXPRESS CLOSING DAY***

We give our buyers a pre-closing day packet in advance, so they have **40% fewer items to sign on the big day.** Which means everyone spends less time at the closing table!

*Pending underwriting approval of the final appraisal. **Not all loans may qualify for the 10-day closing. ***Not all loans may take 15 minutes to close.

7 STEPS TO SOLD

HERE'S A QUICK LOOK AT THE HOME SELLING PROCESS.

1) MEET WITH A REAL ESTATE AGENT

Plan next steps, see comparable sales in your area, and set the right price for your home.

2) PREP YOUR HOME

Check the wear and tear on your home and decide what to fix (and whether to DIY or hire a pro). Ask your agent for suggestions on kicking up curb appeal, as well as a checklist of what house inspectors might look for.

3) STAGE & SHOW

Your agent can help your home stand out with simple, effective staging. Once everything's in place, they'll list your home on the market. Be flexible: Some showings could happen last-minute based on interest from potential buyers.

4) REVIEW OFFERS & NEGOTIATE

The buyer's agent typically gives the offer to your agent, who will go over it with you. Expect smooth sailing during negotiations, but if things get choppy, your agent will be your advocate and problem-solver.

5) ACCEPT THE OFFER

When you and the buyer have agreed on terms (through your agents) and signed agreements, your home will go under contract. The buyer also finalizes financing with their lender and handles other due diligence.

6) GET READY FOR THE INSPECTION

Based on what you and realtor discuss, make any necessary repairs before the inspection. Clear up clutter inside and outside your home so the inspector can easily walk around and complete their job.

7) SOLD – AND CLOSED

On closing day, ownership transfers from you to the buyer. You'll know in advance when the buyer will take possession, but it's usually within a few days after closing. And that's it! You've signed all the paperwork, paid closing funds, and transferred ownership (and the keys) to the new owner. You did it!

YOUR COSTS VS. THE BUYER'S COSTS

Closing costs include the variety of fees for services and expenses required to take a mortgage out. Both the buyer and the seller pay closing costs. The payment and terms of closing costs can be negotiated between the buyer and the seller. Here's a quick look at who typically pays what.

BUYER:

Home lender fees, such as:

- Origination
- Prorated interest
- Private Mortgage Insurance/PMI (if applicable)

Third party fees, such as:

- Appraisal
- Credit report
- Home lender's title insurance policy
- Half of escrow fee*
- County recording fee
- Document fees (quit claim, etc.)
- First year of homeowner's insurance
- Prorated property taxes
- Home warranty (based on contract)

Other potential fees (as applicable):

- First year of flood insurance
- Property inspection fees
- Property Survey
- Pest inspection fee
- HOA fees

SELLER (That's you!)

- Homeowner's title insurance policy
- Half of escrow fee
- Excise tax
- Real estate agent or broker's commission
- Outstanding utility bills
- Loan balances and payoff costs (prepayment penalty, etc.)
- Document fees (power of attorney, notary, etc.)
- Prorated property taxes
- Home warranty (based on contract)
- HOA fees
- Seller fees for FHA/VA loan
- Assessments



MAKE PRE-SELL PREP EASY & FAST

When you list your home for sale, it's your number one goal to get your house sold at the most competitive price possible. Taking care of several small projects in advance is an easy way to attract buyers and get your property moving.



CURB APPEAL

Drive up to your home and look at it through the eyes of buyers.

- Repair or replace damaged shingles.
- Clean and repair gutters and HVAC units.
- Fix broken windows, shutters, and torn screens.
- Make sure frames and seams have solid caulking.
- Repair or replace door knobs, doorbell, and light fixtures.
- Remove all toys, equipment and clutter.
- Clear away cobwebs and nests.
- Clean mildew, moss, and stains from the side of your home.
- Remove stains from walkways and driveway.
- Repair and clean patio furniture and deck area.
- Remove anything that can't be repaired.
- Make sure the spa and pool sparkle.
- Touch up the exterior of your home with putty and paint.
- Clean or paint the front door and mailbox.
- Power wash the exterior of your home, especially around entrances.
- Wash the windows.
- Empty your garbage can and store it in a place where it's not the first thing potential buyers see.
- Mow lawn, trim trees and shrubs, weed gardens, and add colorful plants or foliage to fill in bare spots.
- Edge gardens and sidewalks.
- Sweep walkways and driveway.
- Replace worn doormats.
- Shine brass hardware on doors and light fixtures.
- Polish stained wood doors and trim.

OVERALL INTERIOR

- Store, give away, throw, or donate anything that you won't need until after the move.
- Replace worn or broken door knobs, cabinet fixtures, light fixtures, light switches, outlet plates, faucets, and vent covers.
- Clean the fireplace and vents.
- Clean and organize your closets.
- Repair ceiling and wall cracks.
- Repair peeling or torn wallpaper.
- Add a fresh coat of paint in light, neutral colors.
- Shampoo the carpet, or replace if necessary. Clean and wax the floors.
- Vacuum the window blinds, shades, and drapes, and wash or dry clean curtains.
- Wash all the windows, frames and sills.
- Remove all valuables: jewelry, artwork, knickknacks, medications, cash, coin collections, etc.
- Put pet supplies and dishes in a place where they are not the first thing potential buyers see or smell when they walk into a room.
- On show days, air out the house by opening the windows. Try to avoid air fresheners in case people are allergic.

MAKE PRE-SELL PREP EASY & FAST *(continued)*

DINING, LIVING, AND FAMILY ROOMS

- Make these rooms spacious and inviting.
- Position furniture to showcase the shape of each room.
- Discard or repair chipped furniture.
- Replace worn rugs and pillows.
- Remove magazines, games, toys, etc.
- Set the dining table to help buyers imagine entertaining there.
- Make sure the entertainment center sparkles.

BEDROOMS

- Arrange furniture to create a spacious look.
- Remove clutter from nightstands.
- Remove magazines, games, toys, etc.
- Replace bedspreads, quilts, and pillow shams if they are worn or faded.

BATHROOMS

- Remove rust and mildew stains.
- Replace broken or cracked tiles, and re-caulk if needed.
- Replace worn shower curtains, rugs, and towels.
- Update fixtures if necessary.
- Make sure everything - including the grout - sparkles

KITCHEN

- Make sure all appliances work.
- Throw out or eat all stored foods.
- Clean the inside of the refrigerator, stove, and cabinets.
- Make sure everything is organized to create a spacious look.
- If your stove has electric burners, purchase new drip pans for each burner.
- Polish the cabinets with furniture oil.
- Make sure all appliances, countertops, and the sink sparkle.
- Install new faucets, if necessary.

ATTIC AND GARAGE

- Organize everything to create more floor space and make inspections easy.
- Put items on shelves or in matching boxes.
- Provide bright lighting.
- Clean all equipment and vents, replace filters, and fix any insulation that might be showing.

SELL YOUR HOUSE + GET HOME IN 10 DAYS

Once your home is tidied up, work with your realtor and Cornerstone Loan Officer to get your new home fast!



STAGING SUCCESS

Work with your realtor on these and other ideas to get your home ready for showings.

KEEP IT CLEAN. ALL THE TIME.

The less mess you have to bless, the better! Having a clutter-free home makes it feel bigger and more welcoming. Plus, you'll be ready for any last-minute tours. Pro tip: Close the toilet lid before any showings!

FOCUS ON THREE KEY ROOMS.

According to the National Association of Realtors (NAR), the living room, kitchen, and master bedroom are the most commonly staged rooms in selling. While your whole house should sparkle, it wouldn't hurt to pay extra attention to those rooms.

LET THERE BE LIGHT. LOTS OF IT.

Open the blinds and pull back the curtains to let as much natural light in as possible before a showing. Replace light fixtures if they're looking dingy or dated. Pro tip: Opt for whiter lighting, which looks more like daylight. Look for light bulbs rated 5000K-6500K for daylight color temperatures.

MAKE YOUR HOME A BLANK SLATE.

Help buyers see themselves in your home. Clear away as many photos, chotchies, and other personal items from all surfaces and walls. But don't shove them in a closet or drawer; box them up and move them out of the house.

FIDDLE WITH THE FURNITURE.

It's easier said than done, but removing about half of your furniture can instantly make your home look bigger and more attractive to buyers. When you decide on which pieces to stage, place couches, chairs, and tables away from the walls. Pro tip: Add an area rug in the room to create a cozy space.

STAGING STATS:

- A combined total of 53% of seller's agents said staging decreased how long a home spent on market
- 82% of buyer's agents said staging made it easier for buyers to see the home as their own
- A total of 41% of seller's agents had a 1-10% boost in dollar-value offers

Sources: The National Association of REALTORS® - Staging resources. Trulia.com - Tips for staging a house. National Association of REALTORS® 2021 Profile of Home Staging. Sources deemed reliable but not guaranteed.

LEARN THE LINGO

Amendment – Any alteration, addition, or correction that doesn't change the overall agreement.

Appraisal – A professional, objective evaluation of a home's market value, prepared by a licensed and certified appraiser. Required by the lender to secure home financing.

Assessed Value – A public tax assessor assigns your home a dollar value for city/state tax purposes. The assessed value is different from the appraisal value or market value.

Assumption of Mortgage – When the buyer officially takes over your mortgage, making them legally liable for existing mortgage payments.

Closing Costs – These are the various costs required to close the deal and are due on closing day when the transfer of title occurs between the buyer and the seller. Both the buyer and seller pay closing costs. Seller closing costs are usually taxes, fees, prepayments, and services based on location.

Closing Disclosure – This form is a statement of the final loan terms and closing costs for your new mortgage. Your lender must give you this form at least 3 days before your closing.

Comparable Sales – Also known as "comps," these are homes in an area that have sold in the past six months; agents and appraisers refer to comps in determining a home's value.

Deed – This is the written document transferring title of your property from you to the buyer. It includes your name (as the current owner) and the new owners' names, along with a description of the property. It will be given to the buyer on your behalf.

Earnest Money Deposit – This is a good-faith deposit that the buyer makes into an escrow account after you accept their offer. The amount goes toward the buyer's down payment on your home.

Equity – This is the portion of your property that you own. As you make mortgage payments on a home, your equity in it grows. You can cash out that equity to improve your current home or apply it towards a down payment on a new one.

Legal Description – This is a type of land description recognized by law and based on government surveys. It details the exact boundaries of the entire plot of land so there can be no confusion between it and another plot of land.

Loan Estimate (LE) – When you apply for a new mortgage, the lender must give you this detailed estimate within 3 days of receiving your application. The lender's origination fee, points, escrow, title insurance, appraisal fee, taxes, and other expenses should be included. Compare the LE to your final CD to make sure you're getting the mortgage terms you want.

Multiple Listing Service (MLS) – This is a list of real estate properties available for sale nationwide. It's considered the most comprehensive and accurate resource for up-to-date listings.

Purchase Agreement – This is the binding contract between the seller and the buyer. The real estate agent will finalize the terms of the agreement, which is then signed by the buyer and the seller upon both parties' approval.

Recording – This is the process of making deeds and other real estate documents part of public record for the county. The buyer will record the final deed at the recorder's office in the county where the property is located.

Walk-through – This is the buyer's final tour of the property to check for any problems that were missed in an initial showing.



THE

BETTER
WAY

TO MORTGAGE

LOANFLY™

GET LOANFLY, GET YOUR NEW HOME FAST (LIKE 10 DAYS FAST!)

It's your home loan the way you want it: On your terms. With **LoanFly**®, you have an all-in-one app that helps you soar from start to home in no time. Plus, you'll have us by your side whenever you need us.

PREQUALIFY QUICKLY

With a few taps, you can know for sure how much you can afford before you start shopping for a home.

SEARCH HOMES ANYTIME, ANYWHERE

Browse up-to-date listings in your area and in your prequalification range.

GET ANSWERS

Learn all you need to know about the mortgage process with on-demand resources and how-to videos. You can also request rates and calculate estimated payments.





ACCESS **LOANFLY**[®] BORROWER PORTAL

Our secure online portal gives you a transparent view of your mortgage transaction. Easily track your loan status, share documents, and do so much more in one convenient place.

CONNECT ACCOUNTS WITH **ASSET CONNECT**

Asset Connect gives you the power to connect your online banking accounts to LoanFly. This lets us pull account statements for you and lets you fly through the approval process with less time spent chasing paperwork.

MAKE A CONNECTION

LoanFly[®] makes it easy to fly solo during the process. But you can always quickly connect with our team at any time.



GET READY FOR TAKEOFF

1. Visit **LoanFly.com** on your Apple or Android device
2. Download **LoanFly**[®] on your device
3. Start soaring home



Available for Apple and Android devices. Internet access required.



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