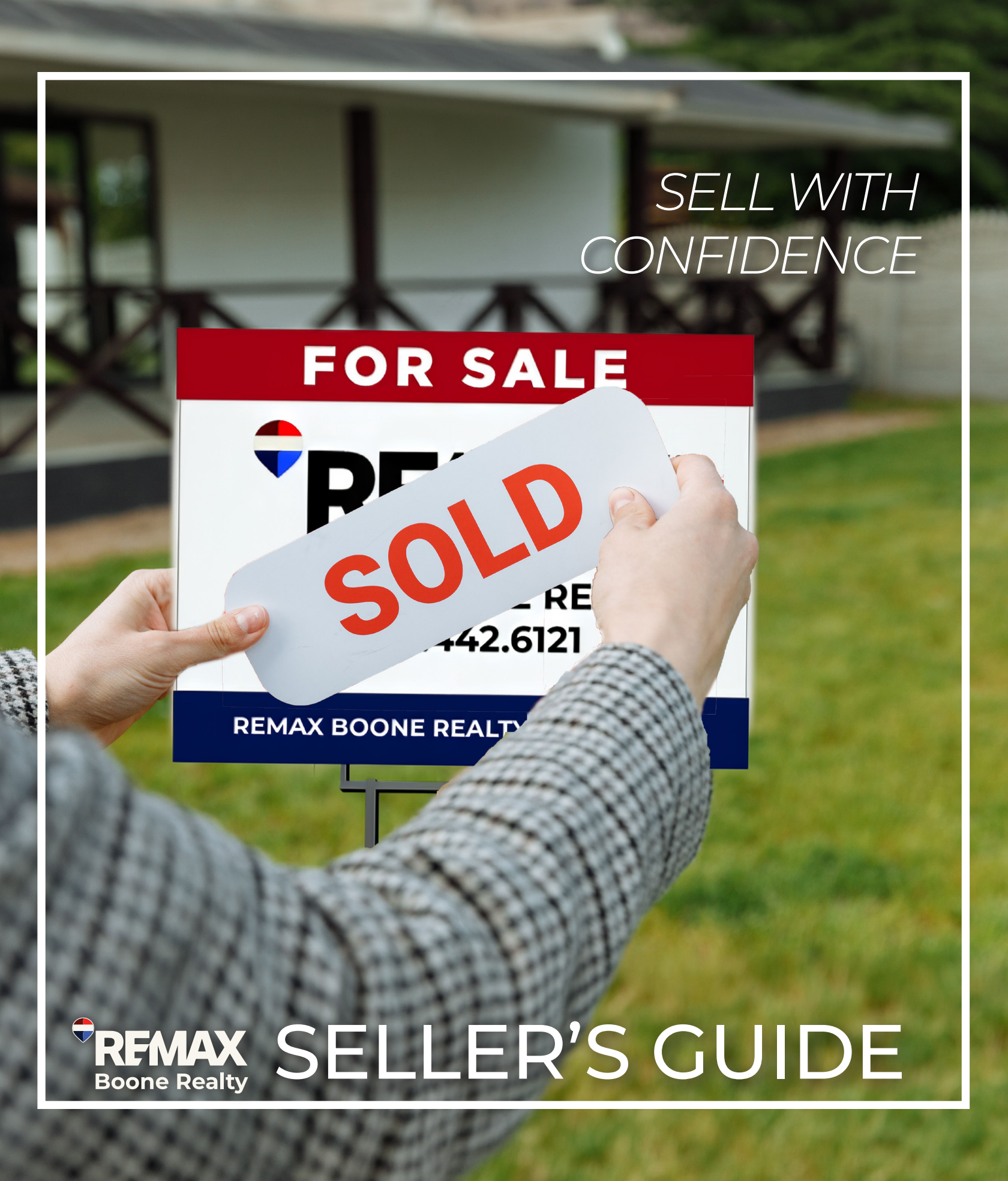


SELL WITH CONFIDENCE

RE/MAX Boone Realty

SELLER'S GUIDE

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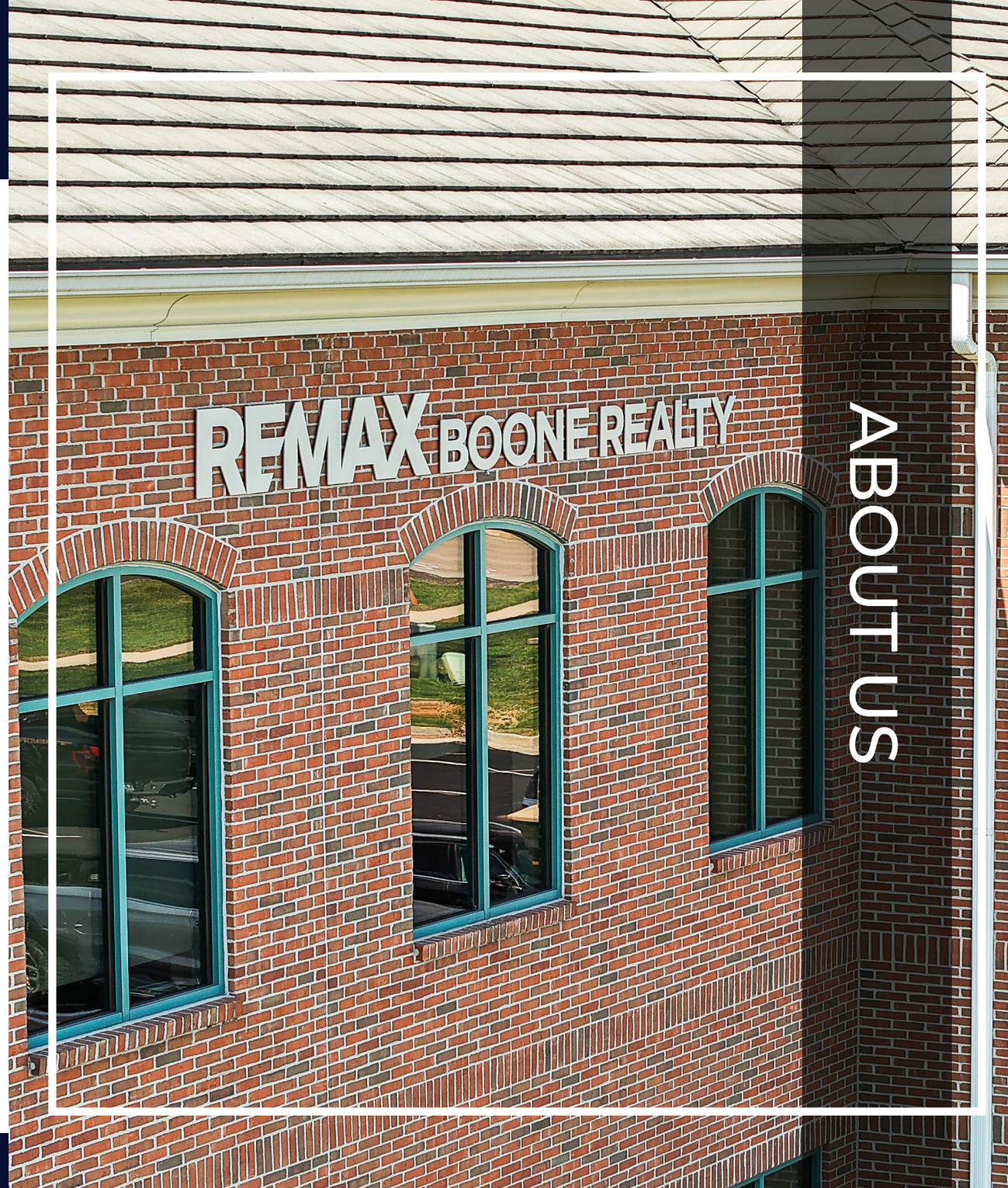
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MEET THE TEAM



TANDI BALL

Realtor® | Licensed in Missouri & Arizona

With deep Missouri roots and a passion for helping others navigate life's transitions, I am a dedicated Realtor® serving clients through RE/MAX Boone Realty in Columbia, Missouri, and RE/MAX Fine Properties in Flagstaff, Arizona.

Having relocated 10 times across eight states over 30 years, I understand the challenges of moving—whether across town or the country. This firsthand experience fuels my commitment to making every transaction seamless. With expertise in market trends, comparative market analysis, and a trusted network of industry professionals, I provide clients with exceptional guidance and support.

Born and raised in Springfield, MO, I was recruited from Hillcrest High School to compete as a springboard diver at the University of Missouri, later becoming a Mizzou cheerleader and a Kansas City Chiefs cheerleader. My background in athletics instilled a strong work ethic, discipline, and the ability to perform under pressure—qualities I bring to every client relationship.

Whether you're buying, selling, or relocating, I'm here to provide expert guidance and personalized service.

Let's make your next move your best one yet.



DETERMINING FACTORS FOR IF A PROPERTY WILL OR WILL NOT SELL

1. Pricing
2. How it Shows
3. Marketing



PRICING

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

HOW IT SHOWS

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Making sure the home is clean and smells fresh Cleaning carpets
- Neutralizing spaces and walls

I offer **superior marketing techniques** to help get your home sold faster and for money than the competition.

PROSPECTING

Prospecting daily for potential buyers talking with neighbots, our co-op agents and past clients.

MARKETING

The second you sign with me I go to work on marketing your home! SNEAK PEAK MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, and selling faster and for money than the competition.

COMMUNICATION

I will actively communicate with you through every step of the process. Diligently sharing feedback from showings following up with buyers agents after viewing the home, and calling weekly to discuss the progress from the previous week.

BEFORE LISTING YOUR HOME



PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly. If your home is priced at fair market value, it will attract the the largest number of potential buyers in the first few weeks. If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. This is due to the fact that the majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition in a location.

PROFESSIONAL STAGING

To make sure your home is shown in its best light to buyers, I will purchase a professional staging consultation to ensure your home is ready to go on the market. Their job is to neutralize your home to appeal to the maximum number of potential buyers.

AGENT MARKETING

Being part of a very large agent network, I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

ADVERTISING & MARKETING

I know the importance of marketing a property and that is an area I heavily focus my budget on, attracting hundreds of buyers per month, and increasing brand awareness.





PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. So it is imperative that the photos of your home are of the very best quality to catch the buyers attention and stand out from the competition. More eyes on your home, is the fastest way to getting it sold fast and for top dollar.

THE ADVANTAGE OF LISTING WITH ME

PROFESSIONAL STAGING PROVIDED

- 85% of staged homes sold for 6-25% more
- Most tasks are completed during appointment

BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their own searches online so it is important that your listing is ranked high and shown in its best light. Studies have shown that online buyers, disregarded homes with limited photos, low quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and giving the online shopper a wealth of information, and quality photos/tours

PROFESSIONAL PHOTOGRAPHY PROVIDED

MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. Doing the points below will help them to do that.



EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint of stain to wooden fences

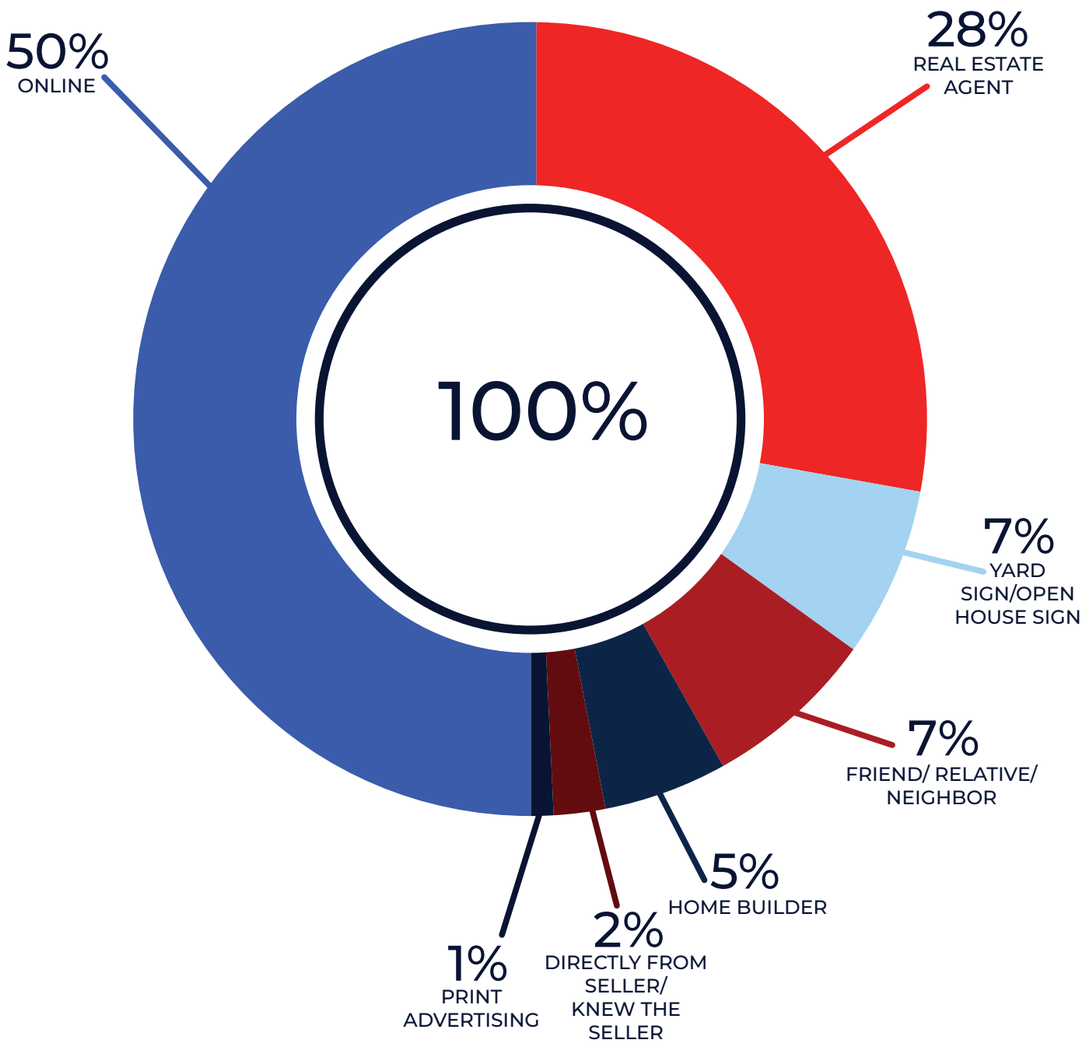
INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Give a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint seriously helps a homes curb
- appeal. It isn't a low-budget item, but if you can swing it...DO
- If you can't paint the entire home, paint the trim. This is a relatively simple and provides plenty of pop
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door

WHERE DO BUYERS FIND THEIR HOME?





ROBUST MARKETING BUILT FOR YOU

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs at the appropriate times gaining you maximum exposure.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, syndicated to literally hundreds of other listing sites, featured on our company website, and social media

EMAIL MARKETING

E-alert marketing to current buyer database of thousands of buyers searching for properties on my website. As well as a new listing email alert that goes out to my agent network of thousands of agents in the area.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home after looking at several listings.

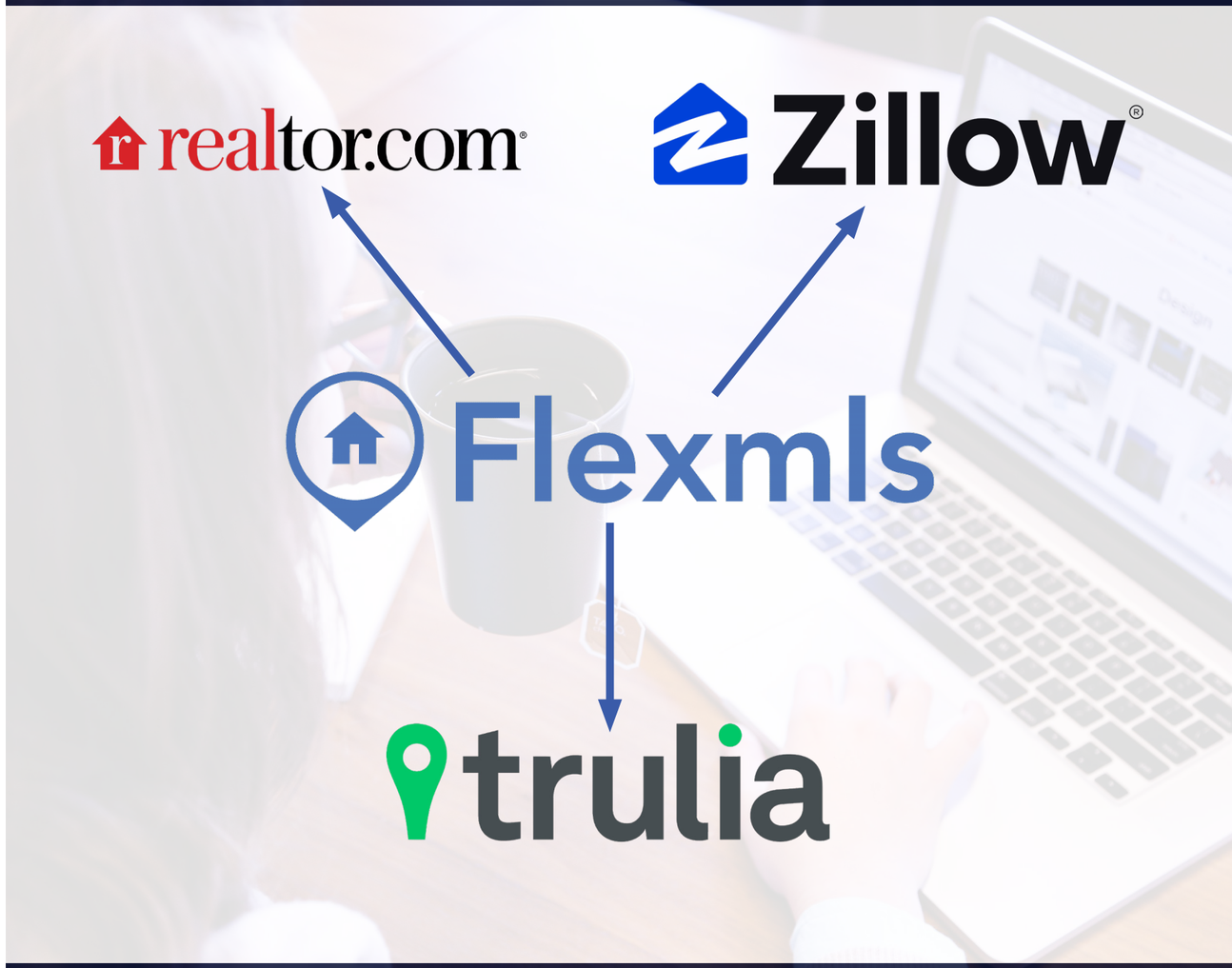
LOCKBOX

Lockboxes are essential for the safety of all and allowing an agent to show your house whenever he or she needs to, rather than relying on the you the owner for a key. Owners are also expected to vacate the property for showings so having a lockbox makes this process much easier.

SHOWINGS

When we list your home it will also be signed up with a showing service that immediately communitcates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

MAXIMIZE YOUR LISTING'S EXPOSURE



GET FEATURED

I will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average 30 days faster!



AFTER LISTING YOUR HOME

MAKE THE MOST OF SHOWINGS

A few tips to help your home showings go as smoothly as possible

FLEXIBLE
Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED
Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING
Keep up and daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS
Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS
Keep pet areas clean: Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder their ability to picture themselves living there.

NATURAL LIGHT
Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.





TRASH
Empty trash cans to avoid any odors. Try and empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE
Keep room temperature comfortable. This demonstrates to buyers that HVAC is working properly.

PERSONALS
Make sure you place all valuables and prescriptions out of site and in a safe place.

VACATE
Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

UNDERSTANDING OFFERS

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter



CONTINGENCIES
The fewer contingencies and the shorter the time period the better.

ALL CASH BUYER
A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about if the bank will approve the buyers loan.

PRE-APPROVAL
Assures home sellers that the buyer can get the loan they need

LOAN TYPE
A conventional loan is often the least complicated which is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.

CLOSING TIMELINE
You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

CLOSING COSTS
Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

BUYER LETTER
If you care about the future of your home a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.

REPAIR REQUESTS
If the home needs some repairs, but you don't have the time or money to do them, a buyer who will do them for you might be what you need.

OFFER PRICE
Of course price matters too! If a high offer will cost you more in closing costs, repairs or other factors—then it probably won't be the best offer.

NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN:

- Accept the offer
- Decline the offer

If the offer isn't close enough to meet your expectations and there is no need to further negotiate.

- Counter-offer

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- Accept the counter-offer
- Decline the counter-offer
- Counter the counter-offer

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

HOME INSPECTIONS

WHAT IS INCLUDED

ROOF & COMPONENTS
EXTERIOR & SIDING
BASEMENT
FOUNDATION
CRAWLSPACE
STRUCTURE
HEATING & COOLING
PLUMBING
ELECTRICAL
ATTIC & INSULATION
DOORS, WINDOWS & LIGHTING
APPLIANCES (LIMITED)
ATTACHED GARAGES
GARAGE DOORS
GRADING, DRAINAGE & ALL STAIRS



FAQ

INSPECTION TIME FRAME
Typically 10-14 days after signing contract
Negotiations usually happen within 5 days.

COSTS
No cost to the seller. The buyer will choose and purchase the inspection performed by the inspector of their choice.

POSSIBLE OUTCOMES
Inspections and potential repairs are usually one of the top reasons a sale does not close.

Common problems could be foundation, electrical, plumbing, pests, structural, mold, or radon

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT



CONTRACT TO CLOSING

WHAT TO EXPECT WHEN CLOSING THE SALE

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of commission
- Sellers, if any there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at county courthouse
- Post-closing agreement, if seller will need to rent back home for specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

YOUR COSTS

Sellers commonly pay:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts



FINAL STEPS



FINAL CHECKLIST FOR SELLERS

- [ ] **CANCEL POLICIES**
  Once title transfer has occured contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

- [ ] **CLOSE ACCOUNTS**
  Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

- [ ] **CHANGE ADDRESS**
  Let everyone know your new address. Submit a change-of-address form to the post office.

- [ ] **TURN EVERYTHING OFF**
  Turn off valves to the sinks, toilets, appliances, and water heater, Turn off all light switches and fans. Lastly call the electricity

- [ ] **DOCUMENTS**
  Secure all closing documents as well as the contract and closing documents and keep them in a safe place.

- [ ] **GATHER HOME PAPERWORK**
  Put together a packet of manuals, receipts, and any warranties as well.

- [ ] **CLEAR OUT PERSONALS**
  Move out your personal belongings completely. Check all drawers, cabinets, and closets.

- [ ] **CLEAN**
  Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out garage. Schedule trash pick up prior to day of closing. Leave your home the way you would like to find it if you were the buyer.

- [ ] **INCIDENTALS**
  Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

- [ ] **FLOORS**
  Vacuum and sweep floors one more time

- [ ] **LOCK UP**
  Ensure all blinds are closed, and lock the windows and doors.



REVIEWS

Hear what other clients have to say about my service





BOBBIE URSIN

When I was looking for a condo in Flagstaff this spring, I was fortunate to find a well versed & capable agent in Tandi Ball. She was always so responsive to my thoughts & desires. Her communications were very clear & frequent. I worked entirely virually with her on the process of finding & buying a condo that met my needs. I highly recommend her as a real estate agent.

★ ★ ★ ★ ★





SAM COOK

Tandi was phenomenal to work with. She was recommended to us by our lending service and from day one she was incredibly communicative, supportive, and was such an amazing resource on our home buying journey. She was very knowledgeable and provided useful observations as we were viewing potential homes and she offered great recommendations during the negotiating phases. Overall, Tandi just made the process go so smoothly and made everything as stress free as it could be!

★ ★ ★ ★ ★



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