



kwEMPOWER
KELLERWILLIAMS.

The Ultimate Home Seller Toolkit

Featuring a step-by-step selling process,
essential home maintenance checklist,
moving tips, and much more!

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www.ianperlerteam.com



IAN PERLER TEAM

About Us



Ian built his team on the principles of unsurpassed service, honesty, local market knowledge, and responsiveness. We pride ourselves on those principles to make your buying or selling experience a smooth and professional one.

Whether you are a first-time homebuyer, investor, or developer, our team has agent experts that can help.

We understand that buying or selling a home can be an overwhelming and intimidating experience, but we are here to guide you through the process and exceed your expectations. If you are looking to buy, sell, invest, or build in the Greater Philadelphia area, then look no further than The Ian Perler Team!



Home Seller Roadmap

Find a Real Estate Agent

Start by researching and interviewing multiple real estate agents. Look for experience, a strong track record, and deep knowledge of your local market. Once you've selected the best fit, sign a listing agreement that outlines the agent's responsibilities, commission, and the duration of your listing.

Time frame: 1-2 weeks

Prepare Your Home

Begin by decluttering and cleaning your home to create a spacious and inviting atmosphere. Remove personal items and excess clutter to showcase the property's full potential. Next, address any necessary repairs and perform routine maintenance to ensure your home is in top condition for potential buyers.

Time frame: 2-4 weeks

Determine Your Selling Strategy

Research comparable homes in your area and assess the current market conditions to set a competitive and realistic price for your property. This step is crucial to attracting serious buyers and ensuring a timely sale.

Time frame: 1-2 weeks

Market Your Home

Start by capturing high-quality photos and staging your home to highlight its best features. Utilize both online and offline marketing channels, such as listing websites, social media, and traditional advertising, to reach a broad audience of potential buyers.

Time frame: 1-2 weeks

Show Your Home

Schedule open houses and private showings to allow prospective buyers to view the property. This step requires flexibility and coordination with your real estate agent to accommodate various schedules.

Time frame: Ongoing throughout the process

Negotiations

As offers start to come in, carefully review each one with your agent, considering the price, contingencies, and the buyer's qualifications. Negotiate terms that align with your financial goals and desired timeline.

Time frame: 1-2 weeks

Escrow Process

Once you've accepted an offer, you'll enter the escrow process. Cooperate with inspections and appraisals as required by the contract. This stage is crucial for ensuring the deal progresses smoothly toward closing.

Time frame: 30-45 days

Prepare for Closing

Arrange your move-out and ensure the home is clean and in the agreed-upon condition. Additionally, take care of any legal and financial obligations, such as closing utility accounts and forwarding mail.

Time frame: 1-2 weeks before closing

Close the Sale

Finalize the details by completing any remaining paperwork and preparing for the closing process. On closing day, sign the necessary documents, transfer the keys, and officially hand over ownership to the buyer.

Time frame: 1-2 days

5 Things to Do Before You Sell Your Home

1

Hire a real estate agent

It may be tempting to list your home on your own to avoid paying a sales commission, but selling your own home is a full-time job itself. A real estate professional represents the best opportunity to earn the maximum amount from your home's sale. An agent will recommend the best listing price, market your home effectively and show your home to buyers. An agent also recognizes what buyers are looking for in a new home.

2

Get your home inspected

You are required to disclose any problems with your property to prospective buyers. Failure to do so will lead to further complications, even if you weren't aware of the flaws ahead of time. Hire a professional inspector to identify and document any problems with your property. Also, make sure your home has a clean bill of health from termites.

3

Make repairs ahead of time

A long list of necessary repairs is a major put-off for most buyers, who may decide to move on rather than deal with the headache of fixing up the home. Do as many repairs yourself as possible, then hire a contractor to complete the rest. If you decide not to make major repairs beforehand, hire a reputable professional to provide cost estimates that you can show to any interested buyers to put their minds at ease.

4

Showcase your home

Curb appeal and first impressions are valuable assets when selling your home. Clear unnecessary items from your yard and maintain the landscape to welcome visitors. Keep the interior of your home clutter-free to maximize your home's livable space.

4

Price it right

The original asking price of your home has a huge impact on the ultimate sales price. If you price it too high, buyers will look for better values and your home will remain on the market longer. The longer your home is on the market, the less desirable it becomes to buyers—even if you eventually lower your asking price—because most buyers will avoid a home that others are avoiding. Conversely, pricing your home too low may result in a quicker transaction but will yield you less money in the end.

Home Maintenance Checklist

Spring

- Inspect caulk seals in bathroom and kitchen; repair as needed
- Clean gutters and inspect roof for damage
- Inspect siding and masonry for damage
- Examine exterior paint and touch-up as needed
- Schedule a professional heating / air conditioning inspection
- Inspect attic and crawlspace for leaks, animals, etc.
- Clean out water and gas shut offs

Fall

- Check fire extinguishers
- Flush out the water heater and drain any sediment
- Schedule a professional heating and furnace inspection
- Trim trees and shrubs away from the house
- Inspect roof for damage and clean your gutters
- Inspect caulk seals around windows and doors; repair as needed
- Inspect sidewalk for cracks and trip hazards

Summer

- Check for pest activity by termites, bees, etc.
- Inspect your foundation for drainage problems and grading issues
- Clean kitchen exhaust hood and filter
- Inspect basement or crawl space for moisture issues
- Clean sediment buildup on shower heads
- Change air filters
- Clean and care for patios, decks, and porches; check for damage and rot

Winter

- Check sinks and toilets for leaks
- Clean your refrigerator coils
- Inspect washing machine, dishwasher, and ice maker for leaks
- Test GFCI electrical outlets in kitchen and bathrooms
- Test sump pump
- Drain and shut off exterior hose bib
- Test and dust your smoke and carbon monoxide detectors

Moving Checklist

Two Months Prior to Moving Day:

- If you are using a mover, get a few estimates from moving companies. If you are moving yourself, get costs from at least two truck rental companies.
- Create a floor plan of your new home for furniture and appliance placement.
- Make an inventory of your household goods and begin to remove the clutter starting with the basement, attic, garage, and other storage areas.
- Arrange to transfer school records.
- Start a file for all of your moving paperwork (estimates, receipts, etc.).
- Get your new home ready. Contact painters, carpenters, plumbers, roofers, etc., so your home is ready when you arrive. Remember to change the locks on all the doors in your new home.

Six Weeks Prior to Moving Day:

- Obtain and fill out change-of-address cards from the post office.
- Make arrangements for storage if necessary.
- Ask your doctor or health plan provider for referrals and obtain all medical records.
- Clean out all closets and drawers.
- Start using foods and cleaning supplies that won't be moved.

Four Weeks Prior to Moving Day:

- If you are moving yourself, reserve a rental truck.
- If you are packing yourself, obtain packing materials and start packing items you won't need until after you arrive at your new house.
- Arrange for cleaning and repair of furniture, drapes, and carpeting.
- Check with your insurance company to see how your possessions are covered during transit.
- Collect your important records. Gather personal and family records (including medical and dental), veterinary and school records, legal and financial documents, birth certificates, passports, and insurance documents.
- Schedule disconnection of all utility services at your old home and connection of services at your new home. Be sure to disconnect the day after you leave and connect the day before you arrive. If you have "last month" deposits with services, such as the telephone company, request your refund.

Three Weeks Prior to Moving Day:

- Properly dispose of items that cannot be moved, such as flammable liquids.
- Prepare auto registration for transfer (if moving to another state).
- Make child-care arrangements for moving day.
- Hold your moving sale.

Two Weeks Prior to Moving Day:

- Arrange for disposal of anything not sold at your moving sale.
- Return any borrowed items (including library books) and retrieve any loaned items.
- Cancel newspaper delivery.
- Notify any creditors of your move.
- Transfer prescriptions and be sure you have an adequate supply of medications on hand.
- Assemble a file folder of information to leave for the new owner of your home.
- Change your address - One week before your move, send change-of-address cards to everyone who will need to contact you.
- Pick up dry cleaning, if any.
- Pack a travel kit: Put aside critical items like a checkbook, credit cards, personal phone book, ID, flashlight, keys, toiletries, tools, paper plates, cups, towels, travel alarm clock, aspirin, bandages, and games for the kids. Also, pack a suitcase with clothing and other personal items.

One Day Prior to Moving Day:

- Disconnect and prepare major appliances for the move.
- Set aside anything that will travel in your car so it will not be loaded onto the truck.
- Pack a box of items that will be needed first at the new house. Clearly mark this box with "Load Last".
- Obtain cash or traveler's checks for the trip and to pay the movers.
- Confirm arrival time of your moving van/truck.
- If moving yourself, dismantle beds and other large furniture.

Moving Day

- Note all utility meter readings.
- Read your bill of lading and inventory thoroughly before signing. Keep this paperwork in a safe place.

Delivery Day

- Check your belongings carefully and note any damaged items on the inventory paperwork.
- On an interstate move, be prepared to pay the driver before your possessions are unloaded

Referral Program

There are many ways I can be of service to you outside of an active real estate transaction. Please don't hesitate to ask me for a referral to a vendor or service provider.



Rely on My List of Professionals

Consider me your source of referrals for all types of business whether related to real estate or not. I have partnered with competent professionals who will be happy to serve you, such as:

Transaction Related

Lenders, legal professionals, closing agents, home inspectors, pest control services, insurance agents (home, auto, health, movers).

Home Repairs & Improvements

General contractors, interior designers, roofers, painters, flooring installers, specialists (plumbing, electrical, HVAC).

Other Business Professionals

Financial planners, tax advisors, doctors, dentists.

Landscape and Home Maintenance

Yard and pool services, house cleaners, window washers.

If you need a referral for a provider that is not mentioned here, feel free to ask me; I probably know the person you're looking for!



Real Estate News You Can Use

I can provide you with reliable and up-to-date information and statistics on local market conditions. You can use this information for an actual or potential real estate transaction:

Community Insights

I'm happy to share information on community amenities such as parks, schools and trails, and even special events.

Maximize Resale Potential

I can offer advice and suggestions on ways you can upgrade your current property to enhance its resale value.

Let's Talk Market Value

Request a market analysis to estimate your home's current value. I can also let you know about any pertinent issues in the community that may affect property values.

Help Wherever You Need It

I can help you or a family member find a like-minded real estate professional in another part of the country.

Moving out of state? Tap into our national network of trusted real estate professionals.

Don't hesitate to call me with your questions on the state of the real estate market! I would be honored to have the opportunity to serve you by sharing market updates and assisting with your buying and selling needs.

Contact Us

We're here to help you through every step of the way. Whether you're buying or selling, we will work with you to ensure the process is seamless and successful.

Contact me today to schedule your free phone consultation:



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Ian Perler and his team were very proficient and communicative while working with my family. The house was listed quickly and sold just as fast. Ian and his team guided me through every decision and facilitated the process in every way possible. My hat is off in salute to their hard work. Many, Many thanks to them!

Manny Boyou



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