

SELLERS GUIDE

HOW TO GET TOP DOLLAR FOR YOUR HOME



REAL ESTATE |

ISLAND LIVING

| DONE DIFFERENTLY

HOMES

THANKS FOR KNOCKING
ON OUR DOOR

FIRST THING'S FIRST



So you're thinking of
selling? You've come to
the right place!

Our goal is to help you
**maximize the value of your
house while we minimize
your stress.**

This is our high level "how
to sell your home" guide.
It's **designed to give you
the basic tools** and
understanding of the home
selling process.

While it will provide with
you with great tips and
ideas for selling your
home, it's just the
beginning!

Once you meet with our Island Living Homes team, we'll
provided you an even more **in depth and personalized guide**
on how we specifically propose to get top dollar for your
home, **based on your unique needs and situation.**

Incase you don't know, Island Living Homes is a culmination of
60+ years of servicing over 1000 clients in some of the
largest, highest priced and competitive markets in the US. We
took the best of the best ideas and implemented them into a
unique package that delivers a service unlike any other on
island.

Aloha

WE'RE HONORED TO HAVE THE OPPORTUNITY TO
SERVE YOU!

THERE'S A REASON OUR CLIENTS MAKE MORE MONEY
WHEN THEY SELL THEIR HOME: CALL US TO FIND OUT
WHY!

You can't overestimate the
influence of the right real estate
professional when you're selling
your home.

Our agents make all the difference
in terms of how quickly your home
sells, getting you the best return and
making the entire
process successful... and you'll likely
have fun along the way!

Now, let's get your home **SOLD!**



Shannon King

BROKER | OWNER

THE THREE STAGES OF SELLING

A SUCCESSFUL HOME SELLING PROCESS CULMINATES FROM THREE EQUALLY IMPORTANT STAGES.

The Stages to achieve top dollar



Interview Agents | Determine Budget for Potential Improvements | Find Paperwork from time of Purchase | Create your SHIP (Strategic Home Improvement Plan) for Top Dollar | Complete Prep Work | Staging | Pricing



Create and Execute a Unique Marketing Plan for your Property | List | Showings | Open Houses



Negotiate for Top Dollar | Navigate the 30-45 day Contract to Close Process

Stage 1

WE WILL PROVIDE YOU A LIST OF ITEMS FOR YOUR HOME...

PREPERATION:

WE WILL EVEN OVERSEE THE WORK!

Curb Appeal & Exterior

1. Power wash the exterior (siding, driveway, and walkways).
2. Touch up or repaint the front door and trim for a fresh look.
3. Maintain landscaping (trim bushes, mow lawn, add fresh mulch).
4. Clean and repair gutters to improve drainage and curb appeal.
5. Ensure outdoor lighting works (replace bulbs, clean fixtures).

Interior Cleaning & Decluttering

1. Deep clean the entire home (windows, baseboards, vents, light fixtures).
2. Declutter and depersonalize (remove excess furniture & personal items).
3. Organize closets and storage areas (buyers will look inside).
4. Clean carpets or refinish hardwood floors to remove stains and odors.
5. Eliminate odors (air out rooms, use neutralizers, avoid strong smells).

Repairs & Maintenance

1. Fix leaky faucets and running toilets to prevent buyer concerns.
2. Ensure all doors and windows open and close smoothly (fix squeaky hinges and misaligned locks).
3. Replace burnt-out light bulbs and use consistent lighting throughout.
4. Repair any visible drywall damage or holes.
5. Update outdated hardware on cabinets and doors.

Kitchen & Bathroom Updates

1. Clean and declutter countertops (store away small appliances).
2. Refresh or paint cabinets if outdated or worn.
3. Replace old caulking and grout in bathrooms for a fresh appearance.
4. Ensure all appliances are clean and in working order.
5. Test and replace smoke and carbon monoxide detector batteries.



WE COVER ALL COSTS
ASSOCIATED WITH STAGING!

WE USE DESIGN CONSULTANTS
TO ENSURE STUNNING RESULTS

Decluttering & Storage Solutions

1. Move unneeded items into a POD or next home to create open space.
2. Store seasonal or bulky items off-site to make closets appear larger.
3. Limit furniture to key pieces to enhance flow and space perception.
4. Clear kitchen and bathroom countertops (only a few decorative items remain).
5. Organize pantries, cabinets, and storage areas.

Furniture & Layout Optimization

1. Rearrange furniture to create open, welcoming spaces.
2. Remove oversized or excess furniture to make rooms feel larger.
3. Ensure each room has a clear purpose with a single function.
4. Angle furniture to highlight focal points like the pool or outside views.
5. Leave walking paths open to create a natural and spacious flow.

Decor & Aesthetic Appeal

1. Use neutral decor to appeal to a wide range of buyers.
2. Replace heavy drapes with light, airy window treatments to maximize natural light.
3. Incorporate soft textiles (throw pillows, rugs, and neutral bedding).
4. Limit wall art to neutral, modern pieces (remove personal items).
5. Set the dining table with simple, elegant tableware.

Ambiance & Final Touches

1. Add fresh flowers or greenery for a lively and inviting atmosphere.
2. Use light, natural scents.
3. Turn on all lights before showings to brighten the space.
4. Play soft instrumental music during open houses.
5. Keep home at a comfortable temperature for a pleasant viewing experience.

SHIP

STRATEGIC HOME IMPROVEMENT PLAN

ILH has a proven strategy of maximizing value & net proceeds to our Sellers through a targeted property investment and preparation plan that maximizes Buyer interest and competitive offers. We even oversee the process to reduce your stress!



COCONUT GROVE LISTING:

- Before renovation value: \$1,175,000
- Amount Invested: \$36,000

- Sales Price: \$1,390,000
- Net Value Added: \$179,000
- % Increase in Value: 15%



OLOMANA LISTING:

- Before renovation value: \$1,425,000
- Amount Invested: \$30,000

- Sales Price: \$1,661,000
- Net Value Added: \$206,000
- % Increase in Value: 14.5%



KALAHEO HILLSIDE LISTING:

- Before renovation value: \$1,500,000
- Amount Invested: \$50,000

- Sales Price: \$1,902,000
- Net Value Added: \$352,000
- % Increase in Value: 23.5%



Stage Marketing Plan

Every home has a story,
- we're the story
tellers...

1

Photos, Videos, Coming Soon SM Campaign and Private Showings as requested during the Preparation Process.

3

Home Highlight & Financial Flyers to be placed in your home and on the for sale sign so buyers can remember your home and know how easily they can afford to buy your home.

2

List your home in Multiple Listing Service (MLS) covering all of Honolulu. All REALTORS will have access to show your home to their interested buyers. Syndicate your listing on all major home websites including **REALTOR.com**, **Zillow**, **Redfin**, and many more.

4

Broker's Open House Tour held the day after listing in MLS for all the agents who sell in your neighborhood to preview.



MARKETING PLAN

5

Open House the first Sunday listed and ongoing as needed.

9

Social Media Campaigns for Facebook and Instagram **targeting your specific market buyers.**

7

Facebook and IG Live tour of your home for our mainland contacts to see your home.

6

E-flyer link to all the agents who have sold houses in your neighborhood in the last year.

8

Just Listed postcards to targeted markets based on the specific criteria of your home.

**WE GO ABOVE AND BEYOND
TO EXPOSE YOUR HOME TO
POTENTIAL BUYERS, EVEN
THOSE OFF ISLAND**

MARKETING

VISUAL PACKAGES

INITIAL
LAUNCH



UNDER CONTRACT

Stage  Contract to Close!

You're under contract! That's the first hurdle. Now its time to roll-up our sleeves and ensure your home closes in a timely manner.

There are many contingency points in the contract where you must meet various seller obligations. Our job is to alleviate the stress, meet with the various people from inspectors, surveyors & appraisers, and keep us on track to meet all the contract deadlines.

Communication is key!

Our streamlined process is unique and designed to keep you informed of where we are in the process..

		CONTINGENCIES			
		Due Date/ Scheduled	Received/ Completed	Completed	
Escrow #	FHAW112402096		6/25/24	Complete	Lender Pre-qual/Approval Letter
Cont Ref. Date	6/15/24		6/26/24	Complete	Lender: VOF Proof of Funds
Cont Accept. Date	6/21/24	6/25/24	6/25/24	Complete	1st Earnest Money Deposit Receipt - \$30,000
Closing Date	7/26/24			Complete	Home Inspection Scheduled
				Complete	Roof Inspection Scheduled
		6/25/24		Complete	Plumbing Inspection Scheduled
		6/28/24	6/26/24	Complete	Client Termite Company Preference - Neely
			7/10/24	Complete	Termite Inspection scheduled
			6/21/24	Complete	Seller's Disclosure
		6/24/24	6/25/24	Complete	Seller's Real Property Disclosure Statement - Buyer Receipt
		6/24/24	6/25/24	Complete	Seller's Real Property Disclosure Statement - Buyer Approval
		6/25/24	6/25/24	Complete	Preliminary Title Report
		6/28/24	6/28/24	Complete	Preliminary Title Acceptance
			n/a		HOA/Condo Documents
			n/a		HOA/Condo Documents Receipt
			n/a		HOA/Condo Documents Acceptance
			n/a		Rental Docs
		6/30/24	6/30/24	Complete	J-1 Acceptance - Property Inspection Approval or Rescission
			n/a		2nd Earnest Money Receipt
				Complete	Survey Ordered -
				Complete	Survey Document / MAP - Completed
				Complete	Survey Accepted
		7/12/24	7/20/24	Complete	Termite Inspection Report - Buyers Agent Pays
		7/18/24	7/11/24	Complete	Conditional Loan Approval
		7/31/24	7/29/24	Complete	Lender Satisfaction Letter - Final Loan Approval
					HARPTA/FIRPTA (Exemption or waiver, if applicable)
				Complete	Property Condition Maintenance & Final Walk Through Inspection
			7/30/24	Complete	Removal of Items from Property
				n/a	Cleaning
				n/a	Pet Treatment
				Complete	Signing Date
		7/30/24	7/11/24	Complete	Funding Date
		8/1/24	8/1/24	Complete	Recording Date
		8/5/24		Complete	Verify if Extension Needed - Addendum

CONTRACT CONTINGENCIES



INSPECTION PERIOD | SELLER'S DISCLOSURE | BUILDING PERMIT PACKAGE

One of the most crucial steps in buying a home is performing an inspection. The buyers elect to do this if they choose. The buyer's agent will set up a day and time that works for you to have the inspector perform a full inspection of your home. You will be asked to leave during this time. It should take about 4 hours depending on the size of your home. After inspection, the buyer's agent will send an inspection objection requesting specific repairs or replacements, if needed. At this time, you can decide which items you agree to fix, repair or replace, if any. Remember, inspection items that affect health and safety are important. Buyers also have a right to terminate after reviewing the seller's disclosure and building permit packages.



APPRAISAL

An appraisal will be required by the lender if the buyer is obtaining a loan. The appraiser is an unbiased third party looking at the most recent sold homes in the area and compares it to your home to determine a fair value. We meet with the appraiser prior to their walk through of your home to share with them our assessment of your home and what makes your home special that they may miss in just looking at the numbers.



TERMITE

Hawaii is known to have termites. If you have had a recent treatment, find the paperwork. Most lenders require a recently performed clear termite inspection prior to funding. Typically sellers pay for any required treatments.



SURVEY

The survey depicts the property line. If you have a survey from when you purchased and you have not made any improvements, like adding a fence or installing a pool, you may be able to use your previous survey. If not, we will want to order another survey before we list your property for sale so we can alleviate any encumbrances before we list your home.



TITLE REPORT

The title report will depict how you currently own title to the property. It will show how the transfer of title will look for the new buyers. It will highlight any issues with previous ownership.



FINANCING

When a buyer purchases your home and obtains a loan, there are several major milestones they must meet. We will stay on top of the lending process to ensure the buyers are on track and are able to obtain the loan in order to close on time.

The last step! Documents are signed, keys are exchanged and proceeds received. You may cancel your utilities and insurance, and your yard sign is removed from your property. We are there to help after the sale of your home - whenever you need us!

A FEW THINGS TO BRING TO CLOSING

- A valid government issued picture ID
- A check if you owe any money or to have for depositing information.

WHAT TO EXPECT

The escrow officer will look over the purchase contract and identify what payments are owed and by whom and prepare documents for the closing; conduct the closing/ make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any money due to you.

YOUR COST

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as current or past due unpaid property taxes
- Unpaid special assessments on your property
- Real estate commission
- Title insurance policy
- Home warranty, if applicable
- Survey, if applicable
- Termite Treatments
- State of Hawaii Transfer Taxes

AFTER CLOSING, MAKE SURE YOU KEEP THE FOLLOWING FOR TAX PURPOSES

- We share an electronic file that contains copies of all closing documents
- All home improvement receipts on the home you sold



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CLOSING



RESPONSIVENESS

- Act in good faith at all times
- Adhere to your instructions & concerns
- Return calls & emails promptly
- Closely track dates & deadlines



ACCOUNTING

- Track receipt of all earnest money deposits
- Receive and deliver all documents in a timely manner
- Review final settlement statements



LOYALTY

- You are my priority!
- Place your interest above all others
- Keep your personal information strictly confidential
- Ensure you are fully informed

EXPERT GUIDANCE

- Research the sales comps in your area to determine the best list price for the sale of your property.
- Make recommendations on repairs of your property, in order to make your home more attractive to buyers.
- Suggest quality professionals, including attorneys, handymen and inspectors.
- Guide you in making informed decisions leading to a satisfactory sale.
- Present and respond to all offers in a timely manner.
- Negotiate the best price & terms available, always keeping your specific needs in mind.

AGENT RESPONSIBILITIES



NEEDED PAPERWORK

- Listing Agreement (will send via docusign)
- Seller's Disclosure, HOA Docs, Addendums, Past Inspections, Utility Bills, Insurance Info.**
- Fill out Utility and "IF" sheets, Property Profile**
- Write Letter to the Buyer
- Obtain copy of Survey (if available)

PRE-LAUNCH

- HD video & photo shoot, approve **Marketing**
- Make **extra keys** (need 2)
- "Coming Soon"** Campaign launches

LISTING

- Enter house into **MLS**, Syndicate on all major websites
- For Sale sign, Flyer box and Lockbox out front with Property Feedback Surveys inside the home.
- Marketing Launch!** Share your listing with your friends, co-workers and family.
- Showings and Open Houses** Begin. Schedule maids and yard to coordinate with dates.
- Celebrate once your home is sold!

SELLERS checklist



scan me



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