



Your Guide to Selling a Home

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Trent Corbin, CEO of The Redbud Group, shares his passion.

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DDF vs. EMD

Learn the differences between Due Diligence Fee and Earnest Money Deposit and how they affect a seller.

How is The Redbud Group Outperforming the Industry?

You've found a home you love! Now it's time to negotiate terms.

Our Raving Fans

Great experiences shared by our happy clients!

Redbud Core Values

Motivations we value above all else that help us to serve your best interests.

A Note **From** The Redbud Group

In our experience, a home isn't your dream home because of its room dimensions; it's about how you feel when you walk through the front door and the way you can envision your life unfolding there. This is about more than real estate - it's about your life and your dreams.

We understand you are looking for a new home and we want to be the real estate professionals to help you.

We work with each of our clients individually, taking the time to understand their unique needs and lifestyle and we want to do the same for you.

It's incredibly fulfilling to know we are helping our clients open a new chapter of their lives. That's why we work so hard to not only find that perfect home but also to handle every last detail of the purchase process, from negotiating the terms of sale to walking you through inspections, to being by your side at the closing table. This guide contains helpful information for home buyers, including an overview of the entire process, and answers to frequently asked questions.

We are so excited to get started on finding you the perfect home!

Trent Corbin
CEO, The Redbud Group



The **Home** Selling Process

Our goal at The Redbud Group is to help you achieve your goals and exceed your expectations. This guide will help you prepare your home to list, market, and sell.





1. Schedule Listing Consultation

- Tour your house and review recent updates - “sell” us your house
- Discuss Pricing & Marketing strategy and the best way to sell your house for top dollar
- Benefits of working with The Redbud Group

2. Choose Your REALTOR®

- Do your research, look over reviews, choose The Redbud Group as your REALTOR®!

3. Sign Listing Paperwork

- Once signed, we will begin marketing your house to buyers immediately

4. Coming Soon Campaign

- Coming Soon sign in your yard
- Part of one of the biggest firms in Charlotte
- Direct sign calls and KWSP interest
- Test the market and create hype

5. Listing Prep

- Professional measurements
- Staging consultation (as needed)
- Homework - Disclosures, MLS Features and Updates
- House special projects
- Professional photography

6. LIVE on Market

- Active on MLS for all potential buyers to view
- Reverse prospecting for interested buyers
- Showings begin with approved showing instructions
- Open House(s) scheduled for 1st weekend LIVE

7. Offers Presented & Accepted

- Buyer agents present offers and once an agreement on terms comes together, all documents are signed and you will officially be Under Contract

8. Due Diligence Period

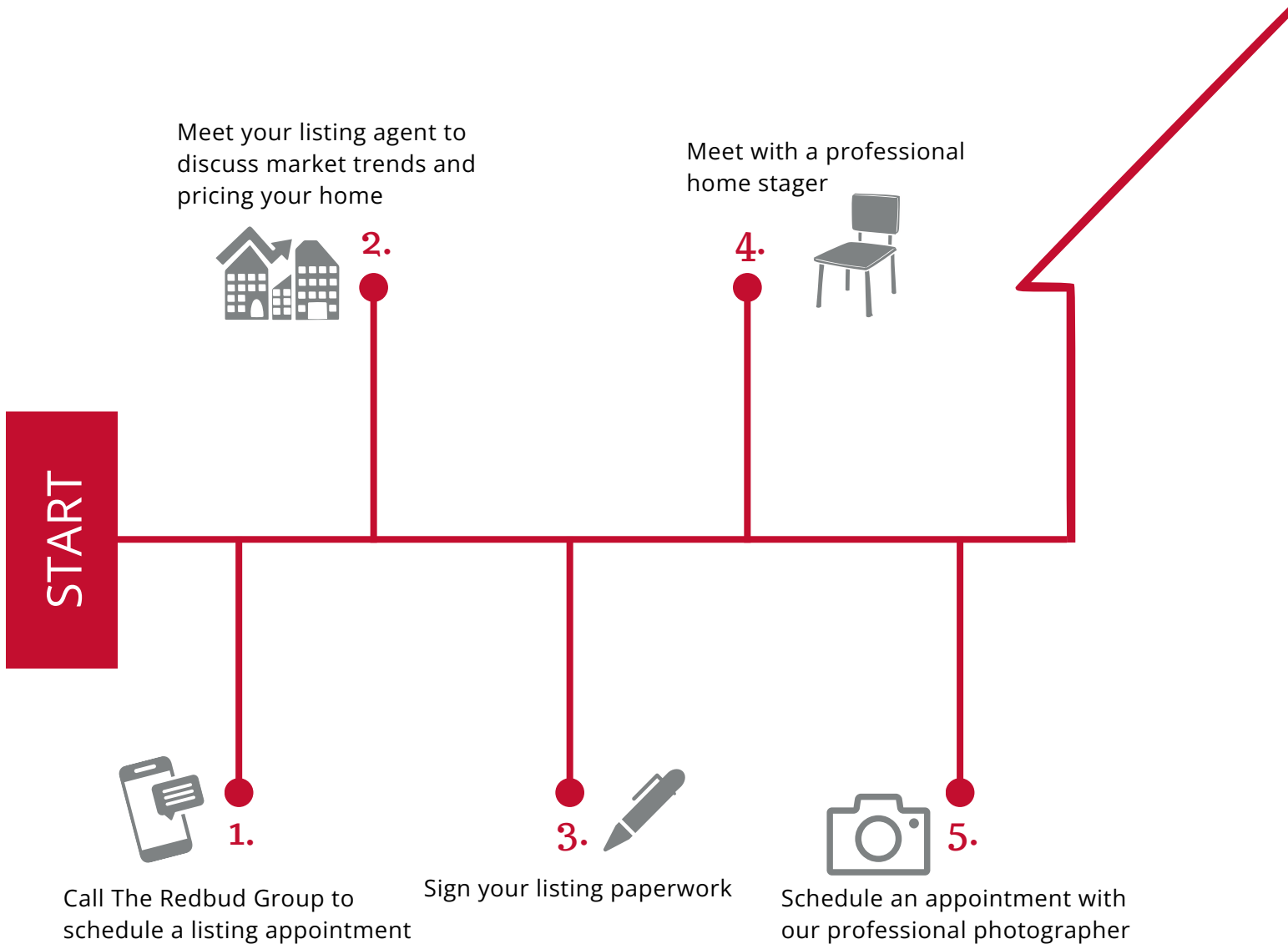
- Keep all utilities on throughout contract period to closing
- Prepare for buyer to conduct - inspections, appraisals, surveys
- Possibility for renegotiations during this time

9. Closing

- Sign documents at closing attorney's office
- Once the purchase is fully funded by buyer/lender, the sale will be submitted to record
- When the house sale is on record, funds will be dispersed to you from the closing attorney
- You can choose to have funds wired, mailed or picked up at the attorney's office

Selling **Your** Home

Here we further break down the process of selling your home, we want to make this process easy and quick to get the best value for your home.



Your home is **ACTIVE** on the market and showings can begin immediately



7.

RECEIVE OFFERS!

Your listing agent will guide you in evaluating & negotiating all offers

9.



The lender will order an appraisal & give 'Clear to Close' once the buyer has met all financing conditions

11.



CLOSING DAY



6.

Provide a spare key to our team member who will install a 'For Sale' sign, setup the lockbox, & assign showing instructions

8.



Our marketing team will get to work on showcasing your listing!

10.



Buyers will order an inspection of the home & any repair requests will be negotiated through your listing agent

Due Diligence Fee

- Due Diligence Fee (DDF) is the fee paid to you directly from the buyers immediately upon contract execution.
- The deposit amount varies depending on the contract price and the check must be deposited immediately upon receipt.
- DDF pays for the due diligence period, which is usually around 3 weeks long.
- DDF Is a negotiated amount, which compensates the seller for the time to take their home off the market while the buyer completes inspections and appraisals.
- Due Diligence Fee (DDF) is non-refundable. If the buyer terminates the contract, the seller will keep this deposit.
- At the closing table, this gets credited to the buyer on the purchase price.
- If the seller breaches the contract, this deposit may be refundable, but may require legal action.



Earnest **Money** Deposit



- Earnest Money Deposit (EMD) is a negotiated amount of money that is also submitted within 5 days of going under contract.

- This deposit protects the seller and helps ensure the buyer is acting in “good faith” regarding the purchase of the property, showing the buyer fully intends to close on the house after the due diligence period ends.

- This check is given to your escrow agent, usually the closing attorney, who deposits it into a trust account until closing.

- If the buyer closes on the home, the earnest money gets credited towards the purchase price at closing.

- If the buyer decides, after the end of the due diligence period to no longer move forward with the purchase of the home, both their earnest money deposit and due diligence money go to the seller.

- If the buyer decides, before the end of the due diligence period to no longer move forward with the purchase, EMD is fully refundable.

The Redbud Group

How are we **outperforming** the industry?

We are the **Highest Producing** Team at Keller Williams South Park

This means we sell homes fast & for the highest dollar.
Our proven methods have produced record numbers.



#1 Team in the Region in
Volume Closed



We have served
over 10,000+ clients



Top 5 Team Worldwide in Volume
Closed & Total Units Closed



Team of over 60 agents



Our agents cover both North Carolina & South Carolina



Over 10,000 followers on social media

Ranked #2637 on the Inc. 5000 list of Fastest Growing Private Companies in America

Ranked #38 in Charlotte's 50 fastest growing companies by Charlotte Business Journal

Voted One of Charlotte's Best Places to Work by Charlotte Business Journal

Our Raving Fans

1000+ Zillow Reviews | Zillow Premier Agent | Best of Zillow | 400+ Google Reviews

"Redbud sold my house in two days. Before we listed it, they gave me great advice on how to prepare the home to attract the most buyers. From there we priced it right, he marketed it like crazy, and we had a line out the door for the open house on day one. They were also very helpful during the rest of the sale and kept the process moving. It was a great experience and I will recommend Redbud to all of my friends."

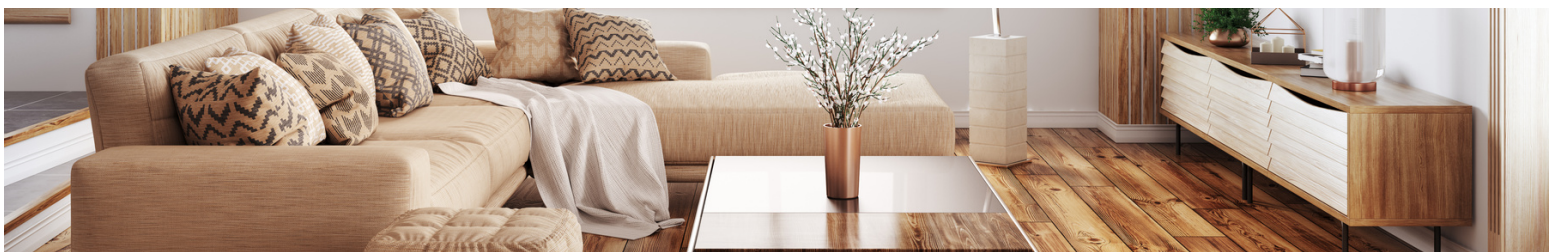
- Jason F.

"The Redbud Group was an absolute a pleasure to work with. They were attentive to our needs and desires. They were patient with us and even more patient with our boys. Response time was almost immediate and always welcomed with open arms! In an ever-changing world of real estate, they were our constant and we could not have been luckier to have them!"

- Sarah P.

"Redbud assisted us in the purchasing and selling of our home the past couple months and they made it such a pleasure. Our agent's sweet spirit and eagerness to help and get things done made for a very smooth process. Even when our lenders were dropping the ball, she picked up the slack and made sure things continued to get done and run right. I know at the end of the day, we all work hard for a paycheck, but our agent made time for us by answering all our phone calls and following up on every email and house visit. Even when she was on vacation she still made the time to make our house shopping and buying experience effortless. Thank you for your professionalism, your time and your ability to make your clients feel important."

- Chelsea & Greg K.



"Redbud assisted us in both a new home and selling our old home. They were wonderfully attentive and always put our needs first as we communicated with the buyer of our home and the sellers of the home we purchased. I would highly recommend The Redbud Group for whatever your real estate needs may be in the future as they broke the mold for us."

- Michelle K.

"Redbud made our experience so smooth and incredibly exciting! We found our perfect home with the help of our agent and the Redbud Group team, and celebrated all along the way. We definitely will be recommending Redbud to everyone we know looking to find a new home. Thank you for the great experience!"

- Tanya A.

Redbud Core Values





**We are proud to be the
#1 Real Estate Team in the Carolinas**





kw SOUTHPARK
KELLERWILLIAMS.
Every KW Franchise is Independently Owned + Operated.



kw PROFESSIONALS
KELLERWILLIAMS. REALTY
Every KW Franchise is Independently Owned + Operated.