

FROM LISTED
TO

SOLD

A HOME SELLER'S GUIDE



**CHRISTOPHER
JAMES**
"THE PROPERTY MAGICIAN"
417.230.5112

417-230-5112 | CJames@KW.com

kw TRI-LAKES
KELLERWILLIAMS, REALTY
417-336-4999

CONTENTS

ABOUT CHRISTOPHER

BIO

FACTORS

PRICING
HOW IT SHOWS
MARKETING

PREPARING TO LIST YOUR HOME

PRICING
STAGING
PHOTOGRAPHY
MARKETING
WHERE BUYERS FIND HOMES

LISTING YOUR HOME

I'M HERE EVERY STEP OF THE WAY
NETWORKING
SIGNAGE
EMAIL MARKETING
FLYERS
SECURITY
ONLINE MARKETING

AFTER LISTING YOUR HOME

MY SIGNATURE MARKETING
SHOWINGS
OFFERS
NEGOTIATIONS

CONTRACT TO CLOSING

INSPECTIONS
APPRAISALS
CLOSING

FINAL STEPS

REVIEWS



NICE TO MEET YOU



CHRISTOPHER JAMES

THE PROPERTY MAGICIAN

As a licensed REALTOR®, a Branson entertainer, and a nightly rental owner, Christopher knows the Branson area well and can guide you through your latest real estate experience. Christopher brings his drive, negotiation skills, marketing experience, huge database of potential buyers, and wealth of Branson knowledge to the table with each of his clients. Since 2005, Christopher has become a familiar and trusted member of the Branson community, amassed a huge following, and had his own experiences purchasing area homes and condos as investments. Take advantage of Christopher's modern social media marketing, video skills, and following to sell your property for top dollar.

LET'S CONNECT



417-230-5112



cjames@kw.com



BransonHomesAndCondos.com



facebook.com/ChristopherJamesRealEstate



instagram.com/allthingsbranson



twitter.com/417home



YT: [ChristopherJamesThePropertyMagician](https://www.youtube.com/ChristopherJamesThePropertyMagician)



KEYS TO A SUCCESSFUL SALE

CHRIS JAMES REALTY
"THE PROPER"
417.2
Brain

Each Office Is Independently Owned



Pricing

- Using my competitive market analysis tool and experience, 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.
- As a local agent, I know what pricing works in the area and what will not.



Showing

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



Marketing

As a Branson resident with years of experience in this market, have a track record of selling homes faster and for more money than the competition.

PROSPECTING daily for potential buyers, talking with neighbors, my co-op agents and past clients.

MARKETING COMING SOON 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, selling your home faster and for more money than the competition. This starts as soon as you sign with me.

COMMUNICATING with you through each step of the process. I diligently share feedback from showings, follow up with agents after viewing the home, and contact you weekly to discuss the progress from the previous week. You will also receive regular update throughout the transaction.

Additional Advantages of Listing With Me

ENHANCED ONLINE EXPOSURE

I have a digital marketing strategy which provides maximum exposure for your home to be seen online. This includes Google Ads, Facebook Advertising, Instagram Promotions and other touch points. I have a system in place to make sure that your home is seen by all the buyers who are looking for a home in your market.

PROFESSIONAL PHOTOGRAPHY PROVIDED

When looking online for properties, buyers are mainly interested in property photos, detailed information on the property, virtual tours of the home and neighborhood information. I hire professional real estate photographers to capture the best features to attract buyers.

BEFORE LISTING YOUR HOME



LISTING STRATEGY

BEST TIME TO SELL

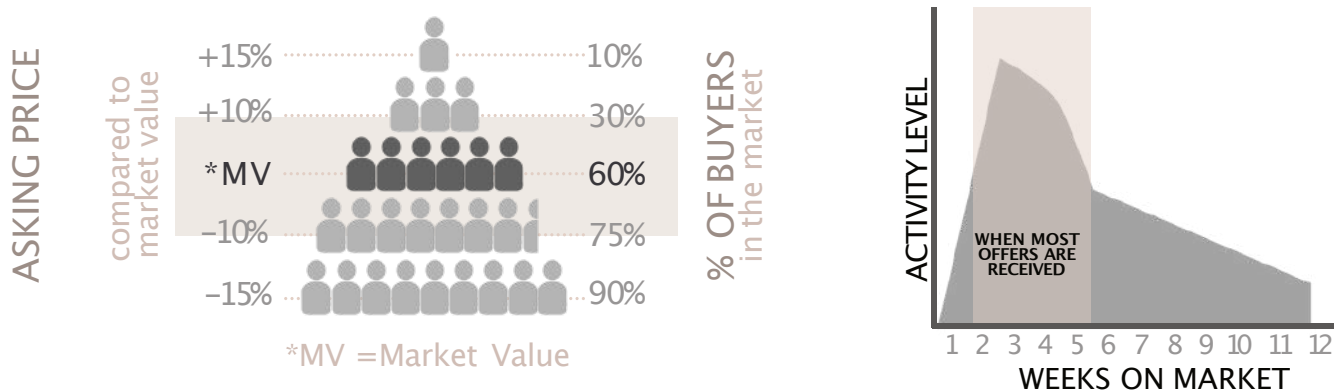
Ideally, the best time to sell a home is in the Spring through Summer. However, there are many other factors that come into play, such as the local market, tax incentives and how ready you are to sell. We will help you lay out a plan for the selling of your home.

PRICING STRATEGY

Using a targeted 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 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. The majority of home buyers look at a lot of homes and they quickly get a feel for the price range for which homes sell in a given condition and location.



PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are top notch and of the best quality to catch the buyer's attention and stand out from the competition. Having more eyes on your home is the fastest way to get it sold for top dollar.

AGENT MARKETING

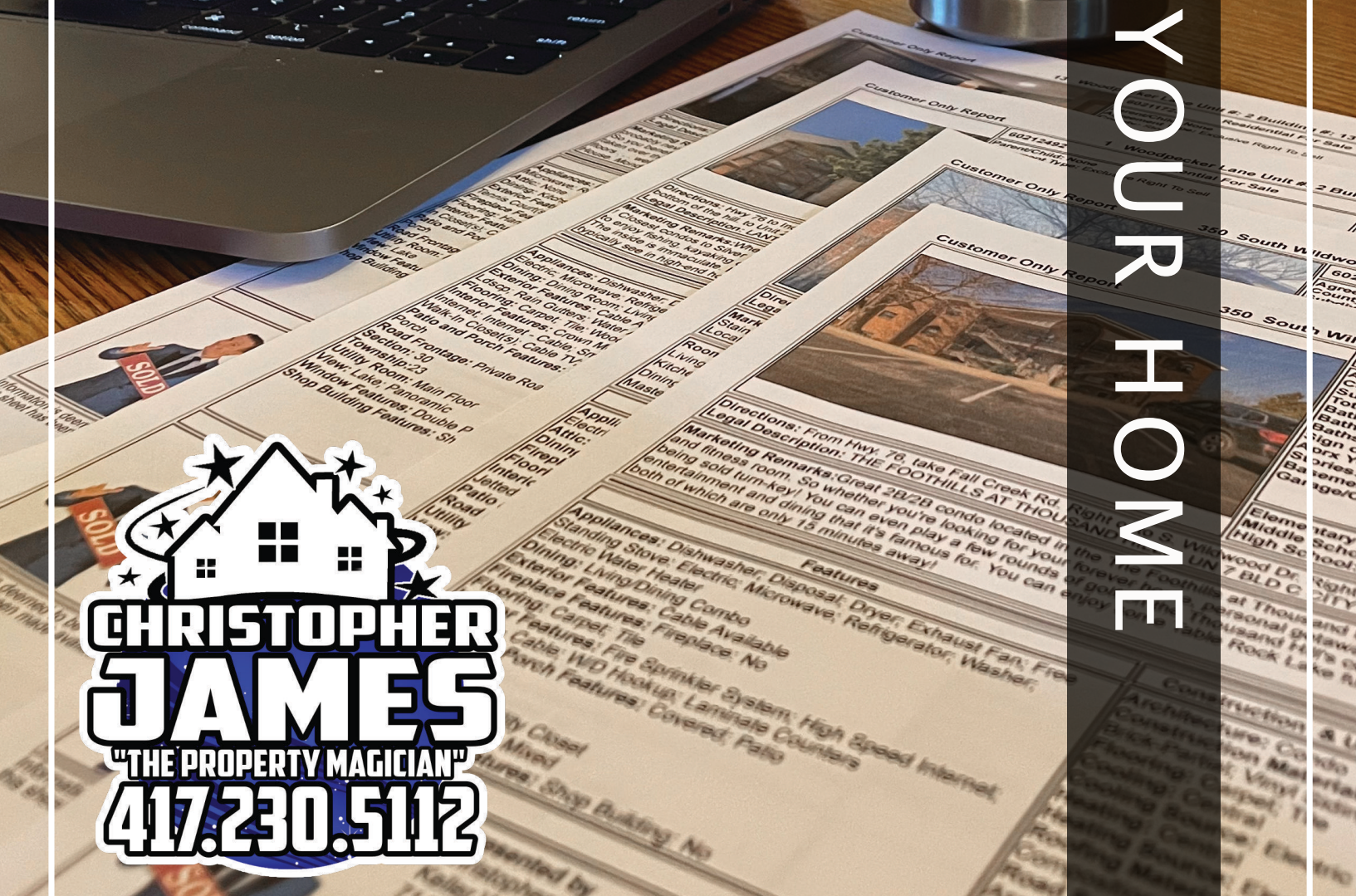
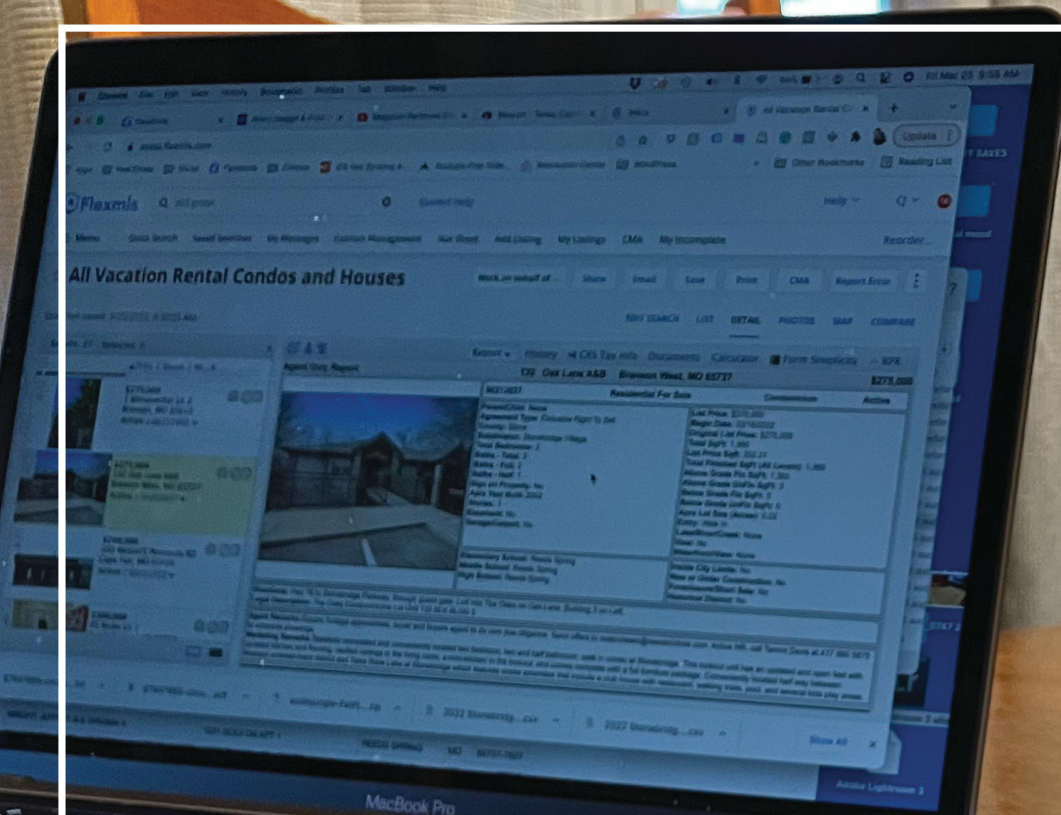
I am part of several large agent networks online and offline, locally and globally. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as approximately 88% of residential sales involve real estate agents.

ADVERTISING & MARKETING

I have developed a strategic launch process that will give you the best marketing and advertising available in the real estate industry today. Unlike many agents, I understand the value and potential of online social media marketing. My expertise is in getting you the most exposure for your home which will lead to a successful sale.

KW
KELLERWILLIAMS
CAPPER 2022

LISTING YOUR HOME



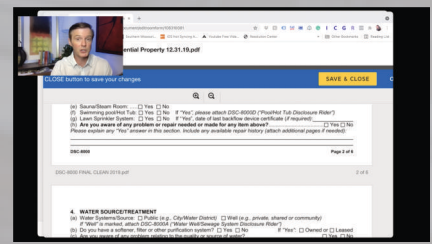
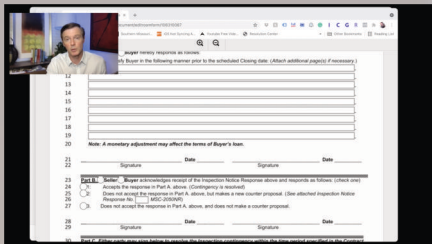

**CHRISTOPHER
JAMES**
"THE PROPERTY MAGICIAN"
417.230.5112

I'm Here Every Step Of The Way...

I understand that selling your home can be one of the most stressful times of your life, I've been through it several times myself. While there is no way to eliminate ALL of the stress, I can help make the process more manageable.

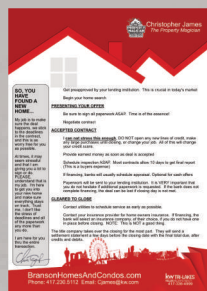
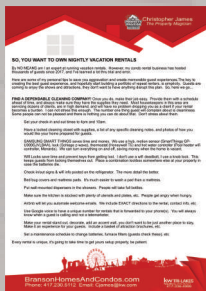
Forms

Paperwork when selling a home can be intimidating. I've produced easy to follow videos that go over every single line of every form you will be dealing with. No templates, the videos feature me, your real estate agent breaking down every aspect.



Checklists

In addition to videos, as soon as you list, you will have access to my personalized checklists that cover everything you need to know, and keep you on schedule.



Status Log

Most of the complaints I've heard from clients have dealt with a lack of communication. The moment your home goes on the market, you will have access to a real time log you can view 24 hours a day. I want you to know everything that is going on with your home and what we need to do get you the biggest return on your investment.

Task	Due	Status	Comments
Listing Agreement	2023-08-15	Completed	
Buyer's Offer	2023-08-18	Received	
Contract Review	2023-08-20	In Progress	
Inspection	2023-08-25	Scheduled	
Final Offer	2023-09-05	Pending	
Closing	2023-09-15	Planned	

Task	Due	Status	Comments
Listing Agreement	2023-08-15	Completed	
Buyer's Offer	2023-08-18	Received	
Contract Review	2023-08-20	In Progress	
Inspection	2023-08-25	Scheduled	
Final Offer	2023-09-05	Pending	
Closing	2023-09-15	Planned	

Task	Due	Status	Comments
Listing Agreement	2023-08-15	Completed	
Buyer's Offer	2023-08-18	Received	
Contract Review	2023-08-20	In Progress	
Inspection	2023-08-25	Scheduled	
Final Offer	2023-09-05	Pending	
Closing	2023-09-15	Planned	



MARKETING YOUR HOME

NETWORKING

We will position your home in front of our local, national and global networks of agents who will have buyers for your home.

SIGNAGE

A sign will be placed in your yard and open house signs will be used prior to an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, and syndicated to literally hundreds of other listing sites. Your home will also be featured across social media.

EMAIL MARKETING

An email will be sent to my current buyer database of thousands of buyers searching for properties on my website and past clients who may know someone looking to buy or sell a home like yours. In addition, a new listing email alert will go 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 are for potential buyers to take with them to remember the key items and unique features of your home.

LOCK BOX

We use highly secure lock boxes which allow a buyer's agent to show your home once they have made a confirmed appointment. To obtain access to this system the agents have to obtain background checks. This allows your home to remain secure while having the most amount of showings possible to reach your goal of selling.

SHOWINGS

When I list your home, you will be notified when a showing is scheduled. After a showing, I get feedback from the buyer agents. If no feedback is left, I will follow up with the agent requesting their feedback within 24 hours.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, YouTube, and Twitter.



MY SIGNATURE MARKETING

I am known for my intense and professional marketing. I understand the ever changing marketing opportunities and know the advantages of every option.



WOULDN'T YOU DO THE SAME?

Not only do I regularly send out listings to every potential buyer in my database, I market directly to your neighbors. By telling them your property is for sale, and giving them the option of helping us find their new neighbors, they are likely to spread the word to family and friends. Nothing beats positive word of mouth advertising by those eager to find the perfect new neighbors.



YOUTUBE

INCLUDED: I believe in the power of video. Multiple videos will be produced to highlight your property to different potential buyers.



EMAIL

I have a **HUGE DATABASE** of potential buyers that I immediately contact the moment your property goes live. Direct email has been very successful in alerting potential buyers that are actively searching.



TIKTOK

BONUS: One of the newest crazes! Fun, engaging videos to capture the interest and attention of new buyers.



INSTAGRAM

BONUS: Advertising dollars promoting your property on Instagram. With 10,000 followers, I get fantastic interaction with our unique tour videos, photos, and live events. i



FACEBOOK

BONUS: Paid advertising for videos and photos on what is still the most popular social media websites.



DRONE FOOTAGE

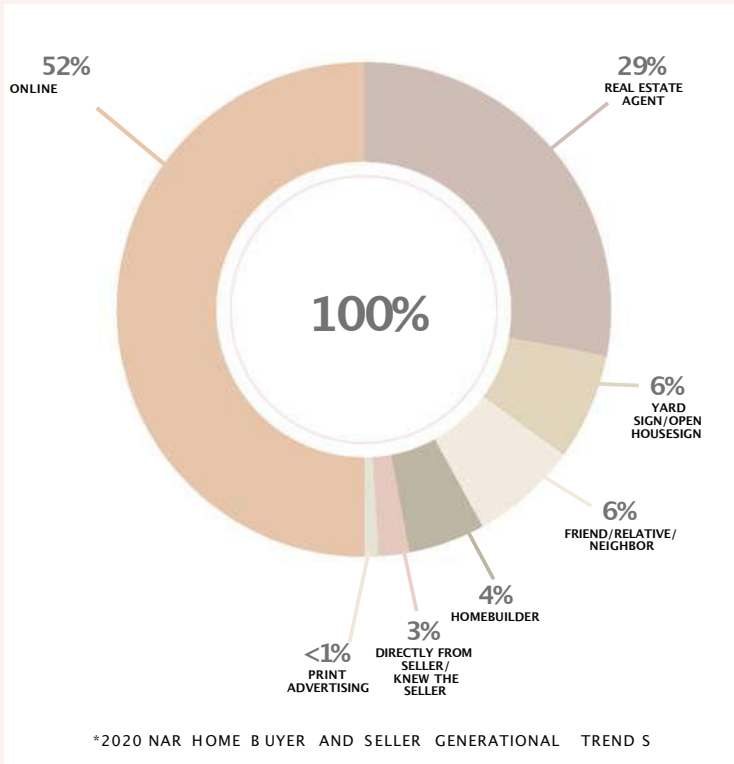
BONUS: Professional drone videos and photos produced by Branson Imaging to give potential buyers a unique perspective of your home.



WEBSITE FEATURE

Your listing will be featured on Branson Homes And Condos, with links to all videos and photos. Potential buyers will be able to find your listing through online searches, such as Google.

WHERE DO BUYERS FIND HOMES?

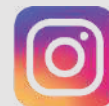


WHERE WILL YOUR HOME BE SEEN?

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!

Your property will be seen on:



Instagram



PREPARING FOR SHOWINGS

FLEXIBLE

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

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 with 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 a potential buyer's ability to picture themselves living in your home.

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 every morning to avoid odors and so the home is fresh when you leave for the day.

TEMPERATURE

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

PERSONAL ITEMS

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.



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 on an offer the better. Shorter time periods are also valuable.



ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller does not need to worry about the bank approving the 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. This 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 the 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.



REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to 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 better offer.

NEGOTIATIONS

After Receiving An Offer

WE CAN:

- ACCEPT THE OFFER
- DECLINE THE OFFER. If the offer isn't close enough to your expectation 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 OFFER

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away. For a successful negotiation, disclose everything, ask questions and be prepared to meet halfway on costs.

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

WHAT IS THE INSPECTION TIME-FRAME?

- Typically 10–14 days after signing the contract.
- Negotiations for repairs usually happen within 5 days of the inspection.

WHAT ARE THE COSTS?

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

WHAT ARE THE POSSIBLE OUTCOMES?

Inspections and potential repairs are usually one of the top reasons a sale does not close. Common problems include: foundation, electrical, plumbing, pests, structural, mold and radon. You can agree to make the repairs, or give the buyer a credit at closing for the cost of repairs.

AFTER AN INSPECTION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

HOME APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller, we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can begin!

APPRAISAL COMES IN BELOW SALE PRICE

Renegotiate the sale price with the buyer
Renegotiate with the buyer to cover the difference
Cancel and re-list
Consider an alternative all-cash offer

COSTS TO EXPECT

It normally costs 7–8% of the selling price to sell your home. This includes escrow fees, transfer taxes and commissions. Please see below for the breakdown of the out of pocket and/or variable costs to prepare for.

REPAIR FEES

Almost every transaction has a request for repairs. Repairs requested from a buyer will range depending on what is requested. We will guide you through this process as it is a negotiation. With that said, there will be some safety items that may pop up that you will want to complete, to show good faith to your buyer. We can provide you with a list of reasonable vendors who can complete the necessary repairs for you.

TERMITE REPAIRS

These fees are paid through escrow, by escrow on your behalf out of your seller proceeds. The termite report is normally available within 48 hours of the inspection appointment. The termite work will be scheduled to be completed once the buyers have removed all contingencies and before the close of escrow. Termite work can range depending on the condition of your structure and the amount of termite damage or wood rot present.

CLOSING THE SALE

What To Expect

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 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

Seller's 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 FOR SELLERS



**CHRISTOPHER
JAMES**
"THE PROPERTY MAGICIAN"
417.230.5112



CANCEL POLICIES

Once title transfer has occurred 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 electric company.



DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONAL ITEMS

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 the garage. Schedule trash pick up prior to the 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. Place any remaining house or community keys and garage openers in the kitchen.



REVIEWS

REVIEWS



"Christopher James helped us find the condo of our dreams on Table Rock Lake in Branson, MO. He was so fun to meet with and very professional. He was also very informative and just an all around great person to work with. We highly recommend him as we had an amazing experience!"

-CONDO BUYER, BRANSON

"We contacted Christopher looking for available condos in the Branson area. He was very responsive, and quick to return our calls and answer our questions. We live out of town and he helped make the transaction go smoothly, especially dealing with signing paperwork via email. It was a very positive experience!"

-CONDO BUYER, BRANSON

"Christopher helped us with the purchase of our condo in Branson. Throughout the entire process of ups and downs he always went above and beyond what we expected. He has even advised us after the sale with his nightly rental experience. We highly recommend Christopher and LOVE our condo."

-CONDO BUYER, BRANSON

"Christopher helped me get my house listed and within a few days I had 3 offers! He is very detail oriented and makes the process quick and easy. Thank you Christopher James!!"

-SINGLE FAMILY HOME SELLER, BRANSON

"I sold two condos with Christopher James. They were both extremely smooth transactions and everything went exactly as planned. He is very professional, always returned calls with questions quickly, and knows the market better than any other realtor I have ever worked with. Both transactions were under contract almost immediately and sold within a short time frame to highly qualified buyers. Other condo sellers and buyers I have spoke with that have used him as their realtor have also been quite pleased. He has a good reputation in the area and I would highly recommend him for any real estate transactions especially with condos!"

-REPEAT CONDO SELLER, BRANSON

"Christopher was great to work with. Sold our condo within hours. Always returned calls, answered questions and helped in any way he could. Made closing easy. Checked out houses for us since we lived out of state.."

-CONDO SELLER, BRANSON

FROM LISTED
TO

SOLD



417-230-5112



cjames@kw.com



BransonHomesAndCondos.com

License# 2020018784

KW TRI-LAKES
KELLERWILLIAMS REALTY
417-336-4999

