



THE SELLER'S HANDBOOK

your guide to a successful home sale



LIGHTHOUSE REAL ESTATE

CLAIRE PORTER


REALTOR

LICENSE # 104396

Hi, I'm Claire. I've been a Charlestonian for over 20 years now, moving to the Lowcountry in 2002 to attend the College of Charleston. I've been a Realtor with Lighthouse Real Estate for six years. My husband Joe and I work as a team--he has been in real estate since 2008! Together we approach real estate in a unique way. With Joe's experience in real estate renovations, we make repairs and updates that maximize value of our clients' homes before we list them for sale, and defer the costs until closing. We also stage homes for free!

Together we have sold over \$100M in real estate. We pride ourselves on our 5 star reviews (that's all we have!) and are passionate about serving our clients to the best of our ability.

Joe and I live on James Island, and have two daughters, June and Mary. We love going to the beach as a family, camping, traveling, and enjoying all that Charleston has to offer.

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 @AdventuresofClairePorter

 @GoWithLighthouse

MEET JOE



JOE PORTER, BROKER IN CHARGE

Joe, a Charlestonian since 2001, grew up in Northern Virginia and moved to attend the College of Charleston (where he met Claire). Attracted to the people, beaches, and the Lowcountry way of life, it was love at first sight for him. Joe got his real estate license in 2008, where he began to focus on the acquisition of rental properties. 50 properties later, he works hard to offer quality affordable housing to our community, while serving as Broker in Charge for Lighthouse. He has closed hundreds of real estate purchases and sales, and has extensive knowledge in property renovations and repairs.

Joe is the best person to reach out to for scheduling repairs and updates before listing.
P: 843-860-3238 E: Joe@LighthouseCharleston.com

THE PROCESS

THE PRE-LISTING PROCESS

Pricing
Repairs
Staging
Photography
Marketing

MARKETING

Signage
Email Marketing
Flyers
Security
Open Houses
Online Marketing

POST-LISTING

Showings
Offers
Negotiations

CONTRACT TO CLOSING

Inspections
Appraisals
Contingency Removals
Closing



THE STEPS TO SOLD



MARKET ANALYSIS & PRICING

It will come as no surprise to you that price may be the most important part of any real estate transaction. Determining the ideal price from the start puts you in the best position to attract the maximum number of buyers in the timeframe you've set.

The best asking price is usually within 5% of market value and typically results in a quick and prosperous sale. **Don't worry – I'm here to help you arrive at that price through market analysis and comparison!**

PREPARING YOUR HOME

A little prep goes a long way when it comes to showing your home in its best light! Together, we will make sure your home will stand out from the competition. Don't forget: we handle these details for you. You don't have to do them yourself.

- Deep Clean
- Repairs and Updates
- Declutter and Organize
- Home Staging
- Quality Photos

THE STEPS TO SOLD

LISTING YOUR HOME

Once your home is prepped and your asking price is finalized, it's time to list your home for sale! Making sure your home is displayed professionally on the Multiple Listing Service and online home search sites is my specialty. Sit back, relax, and let me do the heavy lifting here.

MARKETING

Next, I'll start marketing your home to get more eyes on your property. My goal is to make your property stand out on the market via an aggressive marketing plan consisting of:

- Staging & Photography
- Pronounced Signage
- Professional Property Flyers
- Targeted Mailers
- Social Media Exposure
- Email Marketing
- Realtor Networking
- Reverse Prospecting
- Open Houses

SHOWINGS

Prior to listing your home, we will decide on an acceptable notice time for showings — that way you are never caught off guard with visitors. Potential buyers will access your home via electronic lockbox. Here are some tips for getting the most from every showing:

- Be flexible with timing
- Clean and clear the home prior to showings and open houses
- Turn on lights, open blinds, take out the trash
- Use scents sparingly
- Lay out printed material
- Vacate for buyer's comfort
- Take your pets with you

THE STEPS TO SOLD

OPEN HOUSES

We will strategically hold open houses for your property to engage online and offline buyers. I or a member of my team will be present at all open houses to answer any questions that may come up. We will review feedback and discuss next steps together after each open house.

NEGOTIATE OFFERS

Great — the offers are rolling in! We will review all offers presented and determine which one will give you the best financial outcome. Once an offer is accepted, the buyer will schedule an inspection of your home.

INSPECTION

A home inspection is ordered by the buyer and typically happens 7-14 days after the offer is accepted. Once the inspection(s) is completed, the buyer may request repairs. This may result in a second round of negotiations for repairs, price reductions, and/or change in other terms of the contract.

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 the seller, we want the property to appraise for at least the sale amount or more. This was taken into consideration during the price setting process.

CLOSING

Once all financing is complete and negotiated repairs have been made, it's time to finalize the sale! Remember to give the buyer all keys, garage door openers, mailbox keys, gate cards, etc. at the closing.

TIPS FOR A SUCCESSFUL NEGOTIATION & SALE



DISCLOSE EVERYTHING.

Smart sellers proactively go above and beyond legal necessity to disclose all known property features and defects to potential buyers.

ASK QUESTIONS.

Offers sometimes contain complicated terminology and/or three or more addenda. I'm here to walk you through it — but don't hesitate to ask questions!

RESPOND PROMPTLY.

Timing is everything when it comes to real estate transactions.

STAY CALM AND BE PATIENT.

It's best for everyone to keep communication civil and agreeable. I'm here to help!

BE CAUTIOUS WITH CONTINGENCIES.

When you've landed your buyer, your signed acceptance of a written offer becomes a sales contract. Except for removing any contingencies, this document is the binding basis for the sale.

CHAT WITH ME!

It's my responsibility to represent your best interest every step of the way, so be clear about what you want so we get the best possible outcome.

WHAT CLIENTS SAY

We chose Claire and Joe to help us sell our house and buy a home not only because they are easy to get along with and professional, but because we knew our 1930s home would need some repairs prior to selling. They are extremely knowledgeable about the market and are very responsive and communicative.

Her relationships with various contractors helped us resolve the issue quickly where we may have had to wait for much longer to get on their schedules as independent customers. Lighthouse Real Estate allowed us to defer a good chunk of our repair costs until closing day, which was tremendously helpful since we were dealing with a double mortgage for a couple months. They referred us to wonderful cleaners and stagers.

When our old home was ready to list, it looked amazing! We had multiple offers the first weekend and were under contract in just a few days for over our asking price.

Caroline Lindsey, Charleston

Claire was awesome. Sale of our house was a breeze. She's savvy, professional and confident and just overall a nice person. I would highly recommend her!

Carol Martin, Johns Island

Joe and Claire are amazing to work with. Incredibly knowledgeable and responsive. They are super friendly and guided my wife and I (rookies) throughout the sales process. They arranged for inspectors, stagers, photographers, etc and got us more than we thought we could get at the start of the process. I would highly recommend their services to friends, family, or anyone looking to buy or sell in the Charleston area.

Slava Zeif, Hanahan, SC

Thank you both for an excellent experience! Joe and Claire handled everything for us and made the process easy. Truly appreciate all of the know-how and help. I would recommend Joe and Claire to anyone selling a house in Charleston. Full asking price in four days and closed on time!

Robert Cole, Johns Island

SELLER'S CHECKLIST

PREPARING FOR YOUR HOME LISTING PHOTOS & SHOWINGS

GENERAL

- Hang wreath and add welcome mat to the front door.
- Test all lights and replace bulbs as needed. Leave all lights on.
- Have us make any repairs necessary.
- Have us touch up paint and fill holes or scratches in walls.
- Declutter as much as possible, removing excess furniture and personal items.

KITCHEN

- Clear countertops of all appliances if possible.
- Empty sinks and put away all dishes. Put all sponges, brushes, and dish soap under the counter.
- Empty garbage and move cans & bins to garage.
- Remove all artwork and magnets from refrigerator. Remove all items from the top of the fridge.
- Put animal dishes and kennels out of sight.
- Remove extra rugs, potholders, trivets, and dish towels.

BEDROOMS

- Make beds and tidy the rooms.
- Put away all clothing, toys, and valuables.
- Remove family photos and any inappropriate artwork.

BATHROOMS

- Clear all countertops of personal items.
- Clear shower stalls and bathtubs of all personal items.
- Clean mirrors and glass surfaces, empty garbage and hide bins.
- Hang towels neatly and remove rugs.
- Remove plungers and cleaning items.
- Keep toilet seat and lids down.

EXTERIOR

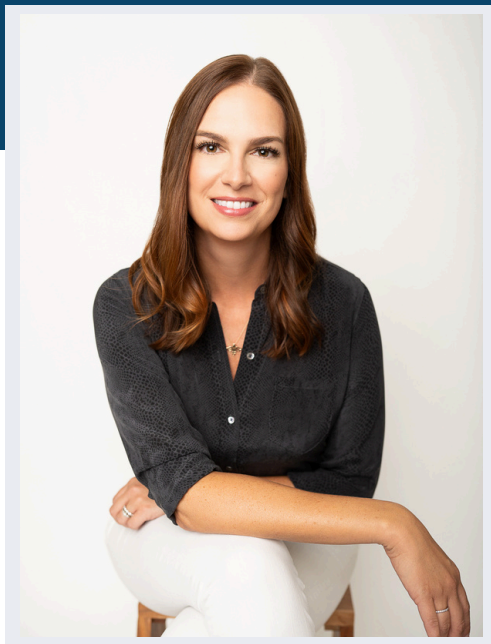
- Lawn should be freshly mowed & edged, and bushes trimmed.
- Neatly coil hoses.
- House numbers should be clean and visible (not faded).
- Pressure wash driveway.
- Move or remove any yard clutter.
- Organize patio furniture and children's toys.

LET'S CONNECT



I always say to sellers that the only people who truly have time to sell a home are Realtors. Everyone else are busy at their own jobs! 83% of sellers make repairs or updates to their home before selling. At Lighthouse Real Estate, we do all of that for you.

Our goal is to make the selling process as easy and stress-free as possible. We look forward to the opportunity to help!



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