

WHEN IT'S TIME TO  
**SELL YOUR  
HOME**

SELLER'S GUIDE



**RED  
HILLS**  
— HOME TEAM —

A PREMIERE PROPERTY GROUP, LLC. TEAM



A PREMIERE PROPERTY  
GROUP, LLC TEAM



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# MEET THE TEAM



When you've decided to sell your home, it's important to know who you are working with. The Red Hills Home Team prides itself on putting the relationship ahead of the transaction so your needs always come first.



## **HEIDI THOMASON** PRINCIPAL BROKER

Heidi and her husband Ron have lived in Newberg for over 30 years. They raised two daughters and are now enjoying their grandchildren on the same acreage they raised their girls. Heidi served several Newberg churches as a worship leader over the years and spent 14 years in administration for George Fox University, where she is an alum. Real estate is the perfect marriage of Heidi's giftings in administration and working with people. She also has a passion for style and brings a new home-staging opportunity to the Red Hills Home Team. Heidi serves clients with quick attention to detail and will turn over every stone to insure your needs are met!



## **DUSTY BINKERD** LICENSED BROKER

A graduate of Newberg High School and Western Oregon University, Dusty has lived in the Willamette Valley her entire life. She is married to Hayden and they have two beautiful little girls. Dusty is Carrie's daughter and they work closely together serving their clients. When Dusty is not selling homes, she enjoys hiking and exploring the outdoors and working out. Fun fact: Dusty has run the Hood to Coast for the past three years!



## **ELLEN HOGG** LICENSED BROKER

Ellen grew up in central New York, graduated from the University of Nevada, Reno with a degree in Interior Design, and found her way to Oregon in 2010. Over the last decade, she developed her career as a kitchen and bath designer. Ellen's extensive knowledge of home improvement and design will add immense value to your real estate experience. Ellen resides in McMinnville with her husband and 3 children. As a family, they love to spend time in the community, and they enjoy everything the Pacific Northwest has to offer. Ellen enjoys playing classical and big band music, reading a good book, and spending time at the Oregon coast. She is deeply passionate about helping children in the foster care system.



## **MADDIE HOPPERT** LICENSED BROKER

Maddie Hoppert was born and raised in Phoenix, AZ, but is officially a PNW girl now! She lives in Woodburn with her husband, Collin, and daughter, Lucy. If she's not out showing homes, you can find her lifting weights or spending time with her family. They love DIY home projects, hiking, and exploring new places together! Maddie attended George Fox University for a year and a half before joining the US Air Force. After serving four years, the Hoppert family decided to move back to the PNW to be near family.



## **CARRIE PALMORE** PRINCIPAL BROKER

Licensed almost 20 years, Carrie and her husband Rick lived in Newberg and raised their two daughters here. Active in many community organizations, Carrie has served on the boards for Newberg Old Fashioned Festival and Newberg Early Bird Rotary Foundation, as well as being past president of Yamhill County Association of Realtors. Voted "Realtor of the Year" in 2016, Carrie also took on the role of Vice president of Education for Premiere Property Group for five years. These days, Carrie and Rick enjoy their grandkids, while spending their time at their home in Arizona, where Carrie plays pickleball and paints, while still consulting for the team.

OUR MISSION

# TO PROVIDE EXCEPTIONAL SERVICE FROM THE HEART







# RECOMMENDED WHAT WE BRING

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## **EXPERIENCE AND EXPERTISE**

We can provide helpful insights into how to best market your home and brainstorm strategies to help you get it sold as quickly and for as much money as possible.

## **NEGOTIATION SKILLS**

We have a Master's Certified Negotiation Expert designation and have taken numerous hours of training ensuring we can best represent you and your needs.

## **LAW AND CONTRACT KNOWLEDGE**

Selling a house is a complicated process, full of legal and financial obligations. We will help you understand all of the implications and make sure you sign the best deal for you.

## **PROFESSIONAL NETWORK**

We can tap into our network to reach a wider base of buyers. We also have relationships with other professionals you'll need like lawyers, appraisers, home inspectors, and contracting professionals, to name a few.

## **DEDICATED TIME**

We live and breathe real estate, and are prepared to handle all the calls, paperwork, scheduling, and legwork involved.





# WHY WE WORK BY REFERRAL

Working by referral is all about trust. Let's face it, when we're seeking a service, we look for someone we can trust - someone proven, who comes highly recommended by someone we know and is already on our side.

## **RELATIONSHIPS ARE MORE IMPORTANT THEN TRANSACTIONS**

We choose not to work by transaction, but instead focus on the relationship. Our primary source of business is from people who know and trust us. We don't spend time promoting ourselves to those we don't know. Rather, we pour ourselves in to those relationships we have, that are important.

## **YOU CONTROL OUR BUSINESS**

We know we must earn your future referrals, so our aim is to exceed your expectations. We want you so "fired-up" about us that you can't wait to tell your friends and family about the fantastic service you received. When you hear of others looking to buy or sell, we would appreciate it if you would introduce us so we can do for them what we did for you!

# DISCLOSURE

## WHAT YOU NEED TO KNOW

### **OREGON REAL ESTATE AGENCY DISCLOSURES**

The Oregon State Real Estate Agency requires a real estate broker review the Agency disclosures with their client to ensure they understand the roles and responsibilities of the real estate brokers during the transaction.

### **PPG DISCLOSURES**

There are many complex components of purchasing a home. Here are some things to watch out for during your home purchase.

### **SELLER PROPERTY DISCLOSURES**

The seller is required by Oregon law to tell you what they know about their house. Once you receive the disclosures, you have 5 business days to review and decide if you wish to continue with the transaction.

### **HOA DISCLOSURES**

Its important to know as much as possible about the rules and bylaws of a home you are purchasing with an Home Owner Association (HOA). The seller will provide you with information available to them. Once you receive them, you will have 5 business days to review and decide if you wish to continue with the transaction.



# THE SELLER'S ROADMAP

## Your Process for selling a home

### **PRE-LISTING**

Clean and stage the house, sign the listing contract, schedule photos/videos and create marketing

### **SHOWINGS**

Your home is now available for Buyers to tour. Ensure all valuables are stored away and your home looks and smells it's best.

### **OFFER**

Review offer(s) received, discuss best options and negotiate the best deal for you.

### **OPEN ESCROW**

The Buyer deposits earnest money at the escrow company and preliminary title report is prepared.

### **INSPECTIONS**

Buyer schedules home inspection(s), usually within 7-10 days, bids are obtained and repairs are negotiated. Sellers may choose to receive the inspection report(s).

### **REPAIRS**

Now's the time for you to complete the repairs that were agreed to. Schedule with contractors and gather invoices for work completed.

### **APPRAISAL**

The Buyer's lender will send out an appraiser to determine a value for your home. The Seller does not receive a copy of this report.

### **SIGNING**

Both the Buyer and the Seller sign their documents at the title company.

### **CLOSING**

Hooray! Time to celebrate your successful closing!

### **POSSESSION**

This is the date you get keys to your new home and can begin to move in!

# STEPS

TO GET YOUR HOME SOLD





# STEP ONE

## The Market Analysis

### WHAT IS MY HOME WORTH?

We will be looking at comparable properties to give you an idea of the best price range for you to list your home. In addition to looking through the MLS system, we will be looking at online valuation tools as well. Many things are factored into setting a sales price and we know how important this is to you.

There are many factors that go into pricing a home. We will give you all The data available and ultimately YOU will set the price.

#### PRICING A HOME IS AN ART AND A SCIENCE

##### PRICE TOO HIGH

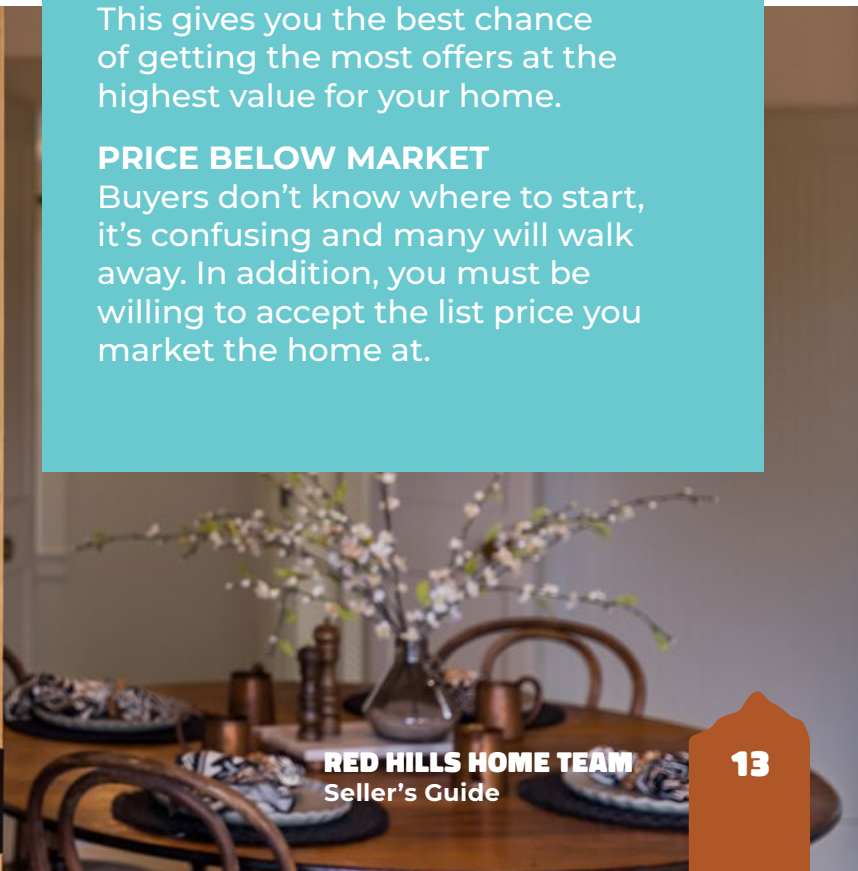
You'll get lots of showings, but limited offers. Many buyers won't even submit an offer.

##### PRICE AT THE MARKET

This gives you the best chance of getting the most offers at the highest value for your home.

##### PRICE BELOW MARKET

Buyers don't know where to start, it's confusing and many will walk away. In addition, you must be willing to accept the list price you market the home at.





# STEP TWO

## Prep The Interior

### WHAT IS MY HOME WORTH?

Your home will sell. There is no question about that. However, before putting your home on the market, there are steps you can take to maximize the value of your home and receive the largest return on your investment.

#### HOUSEKEEPING

- Deep clean everything inside and out
- Shampoo carpets, wash windows, and dust blinds, ceiling-fans, and trim

#### ORGANIZE

- Remove clutter from counters, table tops, and the floor
- Remove extra furniture and avoid bulky pieces where possible
- Remove personal items such as family photos. This allows the future buyer to envision the home as their own.

#### LIGHTING

- Open blinds and curtains during showings
- Replace all bulbs to a consistent tone (all warm or all cool bulbs)

#### KITCHEN

- Clean refrigerator inside and out
- Degrease oven and microwave
- Clear counter of clutter and appliances
- Refresh soaps and hang clean towels

#### REPAIRS

- Use touchup paint where needed
- Repair leaky faucets
- Fix hardware such as squeaky hinges, and broken switch plates.



# STEP THREE

## Prep The Exterior

### THE OUTSIDE IS JUST AS IMPORTANT AS THE INSIDE!

Maybe even more so! Curb appeal sells homes and you want your home to be attractive enough that a Buyer will want to come inside once they pull up in front of the home. A well-kept front entry automatically makes the Buyer think a well-kept home.

#### GRASS & SHRUBS

- Keep trimmed
- Pull unsightly weeds
- Clean yards of any pet “debris” and toys

#### PATIO/LAWN FURNITURE

- Place in an attractive manner
- Remove rust, and keep pieces clean.

#### FLOWERS

- Plant seasonal blooming flowers
- Place potted plant by the front doors, and on patio areas

#### ROOF & GUTTER

- Make sure to replace missing or damaged shingles
- Remove moss and debris
- Clean gutters
- Cut away overhanging limbs

#### PAINT

- Give the front door a fresh coat of paint
- Check trim work and siding for chipped paint and sun damage



# STEP FOUR

## Marketing Your Home

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### **YOUR HOME IS YOUR LARGEST INVESTMENT**

We never take you for granted. Our promise to you is to work hard to get your home sold for top dollar. We work in partnership with you to get the home prepped and prepared for the market.





# WE DO IT RIGHT

## PRE-LISTING & STAGING

We begin work before the house ever hits the market. We identify projects that should be accomplished to bring you the highest value.

Staging is part of our standard service. We have a full staging department and one of our team members has a degree in interior design. We are experts in preparing your home to make the ultimate **FIRST IMPRESSION** to all potential buyers.

## PROFESSIONAL PHOTOS & VIDEOS

We don't do it ourselves - we bring in the pros!

From still PHOTOS to 3D TOURS to VIDEOS, we evaluate each property to determine the best way to showcase it. Then we bring in the pros to make it happen.

We then syndicate your listing to all the online sites, such as the MLS, Zillow, Redfin and many, many more!

## THE FINAL TOUCH

It doesn't stop there. We'll do the traditional marketing with the sign in the yard, lockbox on the door and flyers in the box, but then...

We bring it to life! Through social media, we make your property shine. With regular posts on facebook and instagram, videos, house walk throughs, and direct messages to other agents, we work hard to get your house sold.



# STEP FIVE

## Showings

Showing your home is inconvenient. Some showing requests will be last minute. Some will run long. You have to keep your house cleaned and have a plan for your pets. We will make every effort to work within your schedule as much as possible

### OFFER REVIEW

Depending on the current state of the market, we will either identify a date to review offers or review them as they come in.

**We will be there every step of the way to advise you on the good points, bad points, and pitfalls of every offer.**

We will contact the Buyer's lender prior to reviewing the offer and provide you with an estimated net sheet to help in your decision making.

**MAKE SURE YOU PUT AWAY ANY VALUABLE ITEMS IN A SAFE PLACE**

- Jewelry
- Guns and Ammo
- Prescription Medication



# STEP SIX

## Under Contract Inspections

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The Buyer will begin scheduling the inspections as soon as we are under contract on your home.

Inspections are paid for by the Buyer unless otherwise agreed to in writing.

It is the Seller's responsibility to have access to the electrical panel, hot water heater, furnace, attic and crawlspace for both the inspector and appraisal.

***The typical inspection period is between 7-10 days.***

In many cases, the transaction will include a home warranty. This will cover your home for electrical, plumbing, and air conditioning faults for 1 year after the sale.

***The average home warranty coverage ranges from \$300-\$500 per year.***

If a home warranty was agreed to, we will take care of getting that ordered and you will pay for it at closing out of your proceeds.

### TYPES OF INSPECTIONS:

- Home Inspection
- Radon Testing
- Wood Destroying Organism (WDO) Inspection
- Mold Inspection
- Foundation Inspection
- HVAC Inspection
- Lead-Based Paint Inspection



# THE APPRAISAL PROCESS

The appraisal process usually happens after an offer has been made and the home has been inspected. The Buyer, pays for the appraisal.

Once it's complete, the appraisal report is usually sent directly to the lender. The Seller does NOT receive a copy of the appraisal

**Expect the appraisal process to take from one to three weeks.**

Sometimes the appraised value of a house comes in lower than expected. If the house does not appraise for the offer in the contract it means we will need to renegotiate. There are many scenarios that can be worked out in this case - but the good news is that it does not automatically mean that the deal is over.



# STEP SEVEN

## Prepare to Close

### IMPORTANT REMINDER

We know you are busy packing, but don't forget a few key items:

- Schedule utilities to be taken out of your name
- Change your mailing address (especially on any online ordering sites)
- Cancel your homeowner insurance after you receive word the house is closed

### SIGNING YOUR CLOSING DOCUMENTS

Your signing day is the day you sign all the documents to purchase your new home! To make sure everything runs smoothly, you'll need to bring a few things to the closing appointment:

- Photo ID
- Outstanding documents or paperwork for the title company or mortgage loan officer

### WHAT HAPPENS AT THE SIGNING?

- You'll sign documents to transfer property ownership
- The title company will register the new deed in your name

You'll sign the following:

1. Settlement statements that list all costs related to the home sale
2. The deed for the home
3. Instructions to escrow for handling the proceeds of the sale.

### CONGRATULATIONS

YOU DID IT!

If you haven't already moved, you will be expected to be out of the house by the timelines agreed upon in the contract.

The house should be left in a clean condition with floors swept/vacuumed, counters wiped clean, and any appliances cleaned out.

# FINANCIAL BREAKDOWNS

## PROPERTY TAXES

In Oregon, property taxes are paid from July 1 - June 30th, but you pay the bill in mid-November. This means that if you close after the bill is paid, but before next year's taxes are due, the Buyer will credit you back from the closing date until June 30th. If you close between July 1 and mid-November, the Seller will credit the Buyer back and the Buyer will pay the taxes in full at closing. All property taxes are pro-rated to the closing date.

## TITLE & ESCROW FEES

### **TITLE INSURANCE (\$500 - \$1500)**

This is an insurance policy, purchased by the Seller for the benefit of the Buyer. This ensures the property is being transferred to the Buyer free of any liens or encumbrances. The Buyer is also purchasing a policy for the lender.

### **ESCROW FEES (\$350 - \$700)**

This is payment the Seller makes to the Escrow company for handling the transaction. This fee is split evenly between the Buyer and the Seller.

### **ADDITIONAL ESCROW FEES (\$200 - \$500)**

These fees are case dependent, but include things such as lien searches, reconveyance of your loan, e-recording fees, etc.

## REALTOR FEES

Realtor fees are not "standard" nor set by the industry. We are independent contractors.

- **Single Transaction is 3.5%**
- **Multi-transaction or repeat Client Discount is 3%**

The realtor fee pays include all marketing: photography, staging, print material, videos, online marketing, signage, street signs, open house materials, etc. We don't get paid unless your house sells!

## NEGOTIABLE ITEMS

### **NEGOTIABLE ITEMS**

There are many other items that are negotiable as part of a sale. I like to discuss these up front so you are familiar with them in case we see them.

### **Home Warranty (\$400 - \$600)**

Covers key components of the home for 1 year after purchase. Typical costs range around \$400-\$600

### **Home Repairs**

Most Buyers will ask for some form of repairs. Plan to negotiate these fees based on inspection results.

### **Seller Paid Closing Costs**

Many Buyers can afford to save a down payment and pay the monthly mortgage, but need help paying their closing costs. We see this most with first time home Buyers.

IT WOULD BE AN HONOR TO  
**SERVE YOU**

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