

"This literally everything you need to know about selling a house..
- Matthew C.

10 STEPS — THE — COMPLETE SELLERS GUIDE



DAPO GROUP
DELIVERING ANSWERS FOR PROPERTY OWNERSHIP


AMANDA & ADEDOYIN "A.D." ADEDAPO


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The DAPO Group

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THE TEAM

The DAPO Group of Keller Williams Preferred Properties is the husband-wife team of Adedoyin (AD) and Amanda Adedapo, licensed real estate professionals in the DC, MD, and VA metropolitan areas. They leverage their expertise in digital marketing, photography, design, and community marketing to effectively market properties across the region.

AD and Amanda work to provide homeownership opportunities that help sustain the vitality of their communities. Skill, tenacity, and collaboration are what drive the DAPO Group. The professional balance and cohesion AD and Amanda possess both in business and life are instantly visible, complementing one another to provide exceptional service.

10 STEPS: THE COMPLETE SELLERS GUIDE

STEP 1

Listing Appointment & Listing Agreement

Listing Appointment: This is the most important step! Think of the Listing Presentation as your “Home selling strategy session”. You will book a time for us to pay you a visit and tour your home. We will walk you through selling strategies and work together to come up with a home value to achieve a successful home sale. Your bottom line is our number one priority!

Upon the completion of the home tour and Listing Presentation. Your Listing Specialist will send you the Listing Agreement and DAPO Group Vendor Guide.

STEP 2

Amanda's Walk through + Staging Consultation

Now it's time to get the house showing ready. Amanda has a keen eye for design and symmetry. She will do a walk-through to provide suggestions to highlight the best features of your property. Be ready to take good notes! She usually is always right.

Staging: If you choose Physical Staging, they will do a walk-through to provide a plan that will best suit your space. They also can come up with a plan to focus on specific rooms if desired. This usually can cost about \$1500-\$3000.

Digital Staging: If you choose virtual staging, professional photos will be taken before staging. After Photos are taken, they will be submitted to our editing team to enhance the photos digitally with furniture, clearer sky, greener grass, etc. Cost \$100-\$300.

Staging is completely up to you, but it increases the chances of finding a prospective buyer drastically. It's allows a buyer to see what can be achieved with the space.

STEP 3

Complete Recommendations

Upon the completion of walk-through with Amanda we will decide on a timeline to complete items. Whether it is a fresh paint job, smells goods and fresh flowers, follow-through with the suggestions to showcase your house. It will maximize its appeal to buyers, and separate your house from the competition.

Professional Cleaning: “Home Clean” & “On the Market Clean” are two very different things. After

completing minor repairs, we highly suggest that you have the house professionally cleaned. If you don't have any resources, we can connect you with a professional cleaning service via our Vendor Guide.

STEP 4

Schedule Photos/ Video with your Listing Specialist

Photo & Video: We will need 2-3 days notice to schedule your home photo shoot. Your Listing Specialist will work out a time that is convenient for you to have the Real Estate photographer take photos of your home. Within 24hrs you will be provided with a Google link to access the photos.

STEP 5

Finishing Touches

A team member will get a spare key from you so they can place a lockbox on the door and a sign in the yard. They will also take a few measurements inside the home and make note of all the details that will go in the home description.

Smells: It's hard to deny that smells promote emotions. Like cinnamon makes you think of Christmas and BBQ makes you think of Summer. When selling a home, it can actually determine whether a buyer feels a house is clean or not. We have some suggestion for Glade plug-ins to enhance the environment for prospective buyers during showings. This is really great for homeowners with pets.

STEP 6

Your house goes on the market!

Within 1-3 days of your property photo shoot, your listing will be active on the market and will be syndicated to more than 350 websites.

STEP 7

Showings

Your Listing Specialist will connect with you prior to your home going to market to come up with a showing schedule that works best for you. Our job is to make this a smooth transition, so let's work together on a schedule that allows buyers the maximum opportunity to see your home.

Showings during COVID-19: We are offering virtual tours also limited showings to maintain your safety and sanitation throughout this complicated time.

Open House: Open houses are powerful and are a great way to uncover a prospective buyer & ultimately an offer. After having a strategy call with you, we can discover a creative way to conduct an Open House. Whether it is an in-person or virtual we can come up with a creative way to get this done.

STEP 8

Offers

Your home is going to have lots of virtual and in-person traffic. When we do this right, we will uncover a multiple qualified buyer.

STEP 9

Negotiations & Acceptance

We will pick the top offers and conduct negotiations to get the best deal for you!

STEP 10

SOLD!

30-45 days from offer acceptance your home will be SOLD!



MVVBP



MISSION

Be the bridge to our community for all things real estate, lifestyle and wealth building.



VISION

Become a foundational block and opportunity platform that helps our community live their best and biggest life possible. We will also earn raving fans by curating memorable life experiences.



VALUES

Be the best you you can be. Be a good person. Be a giving person. Have gratitude. Lead with respect and consideration. Maintain an abundance mindset. Approach everyone with the heart of a servant leader.

BELIEFS:

- We are stronger together.
- Work hard.
- Work smart.
- Begin with the end in mind.
- Be efficient. Stay hungry. Stay humble.
- Trust the process.
- Be tough.
- You are stronger than you think.

Life is much bigger than real estate, and every transaction is a big deal to every client. Real estate equals home, security, legacy, family and community opportunity. We appreciate the opportunity and honor to be chosen by our clients out of all the other choices they have.

OUR REVIEWS

"EXACTLY
WHAT
WE WERE
LOOKING
FOR"



Working with Adedoyin as a first time homebuyer was a Huge relief on myself and the process as a whole. He was there with me every step of the way. He has helped me to gain the appropriate knowledge regarding all avenues of the homebuying process. Starting from the homebuyer's class that I took with him back in June of 2018. He has stayed in contact with me and checked in with me until I was ready to start the process. All the way up to the closing date, his knowledge was very impressive and helpful. I didnt have to research anything on my own. Even when I had reserves he helped me get past them and move forward. He was very patient with me from start to finish and has always made sure that I as the buyer always had the last say and decisions. I would recommend him over and over again to anyone in the homebuying process no matter of age or how far in the process they are.



"AMAZING"



He has been a great help through out my home buying process. Was very patient, answered any and all of many questions, and fought well on my be half. He was a great asset to have on my house hunting team. Highly recommend him.




As a first time home buyer, my experience working with The Dapo Group and their team was great. From start to finish I knew I could reach out at any point with any questions or concerns that I had, and they would work to provide an answer or resolution




Responsive and knowledgable about the market. Communicates clearly and effectively, which is key for first time buyers/sellers. Timely responses to questions and concerns. Recommendations are fair and transparent. He has a great relationship with many professionals in the business. These partnerships make for an efficient experience.





The Dapo Group AD and Amanda If I could give a million stars to AD and his team I would. He is very knowledgeable of the housing market, thoughtful, kind, diligent and highly professional. He fights for the best for his clients. AD helped sell my condo and worked with me to purchase a home after that. I was working with a local program to purchase my home. The program had so many delays and issues with it. It got to a point where the seller threatened to pull out of the contract and refused to sell his house to me because of the delays. AD was very diligent in fighting for me to move things forward, persistent in following up. He always returned my texts and calls in a timely manner and encouraged me when I wanted to give up. If it wasn't for him and his team, I would not be a homeowner. Kudos to AD and his team! I highly recommend them. You will NOT be disappointed! 




The Dapo group are a great team. They were incredibly helpful and responded promptly. Highly professional and thorough. Kept me informed throughout the whole process. Honest and straightforward. Would highly recommend them- a great asset to their company. Keller Williams should be proud to have them on their team!! 



Adedoyin and Amanda were great! They made everything extremely simple for me. Their patience and willingness to go to properties with me, take time out of their Saturdays to go view properties, answer questions, break things down extremely simple and more. I could write for days. I am truly thankful for their service with assisting me with purchasing my first home! I 100% recommend anyone to them! 



From start to finish the home buying experience that my husband, Allen and I had with Amanda was top class. Everything from her knowledge, professionalism and responsiveness all throughout the process all the way to receiving the keys to our home on the day of closing is what would allow my husband and I to feel confident in recommending Amanda, her husband AD and their team as Real Estate professionals to anyone we come across! Whether you are brand new to this market looking to purchase your new home like us, looking for your new investment rental property or looking to sell your home allow this team of professionals to walk alongside you. One thing we can guarantee is that you won't be disappointed! 

HELP US SELL YOUR HOME

- What do you believe your home is worth?
- What work have you done to the home in the last 24 months?
- What are some outstanding features you love about your home?
- What makes your home different from your neighbor's home?
- What are your favorite places to go in your neighborhood?
- Are there any neighborhood secrets that will impact the sale of your home?
- Do you have permits for all work completed or was it completed by a licensed contractor?
- Have you visited any open houses in the neighborhood recently?
- How quickly do you think homes like yours should take to sell in your neighborhood?
- Have you had conversations with any neighbors who are planning on selling in the near future? Which ones?



LISTING & SELLING YOUR HOME

KEY OBJECTIVES



PRICING YOUR HOME RIGHT

Pricing your home at the property's fair market value.



TIMING

Selling your home in the desired time period.



CONVENIENCE

Making the process of selling your home a stress-free experience.



TODAY'S AGENDA



PRICING

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at our fingertips.



HOME PREP WORK

Your home will put its best foot forward. Homes sell because of correct pricing and great presentation. We know what it takes to make the terrific first impression that will get your home sold.



TELL YOUR HOMES STORY

Your home will get the exposure it deserves. Our marketing systems maximize your property's exposure to buyers. Neighborhood tracking tools and automated buyer calling systems allow us to reach active buyers who want to know about your listing.



COMMUNICATION

Your needs always come first. We provide the service we agree to, in the ways that work for you. Whether once a week, once a day, by phone, email or text message. That's how we'll do it

You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted. We'll agree on the communication method that works best for you.



EXPERIENCE AND EXPERTISE

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, we will capably remove many potential challenges before they have the opportunity to appear.



SATISFACTION

We guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.

DETERMINING VALUE

HOW TO DETERMINE VALUE

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other properties SOLD in your area.

VALUE IS NOT...

- What you paid.
- What you need.
- What you want.
- What your neighbor says.
- What another agent says.
- Cost to build today.
- What Zillow says.

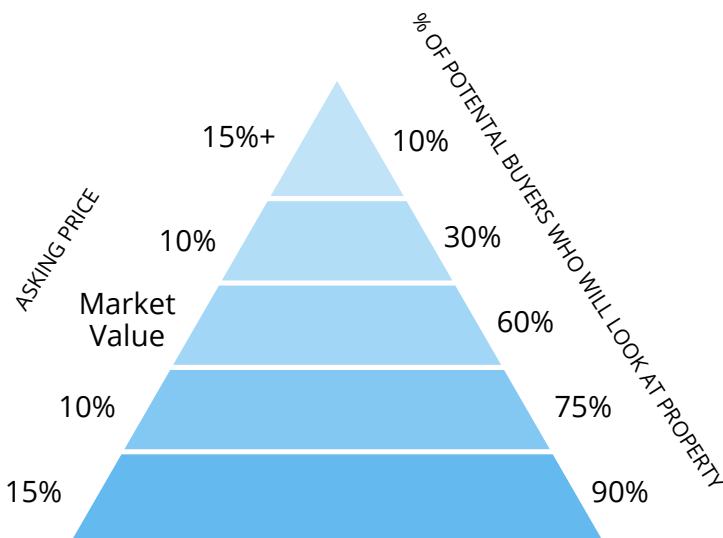
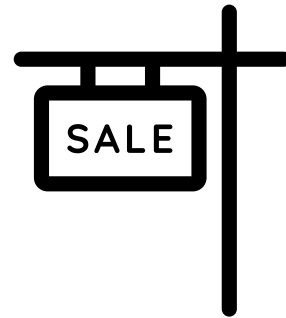


Historically, the first offer we generate, is usually your best.

PRICING YOUR LISTING

COMPETITIVE MARKET ANALYSIS

It is very important to price your property at a competitive market value at the signing of the listing agreement. Historically, your first offer is usually your best offer.

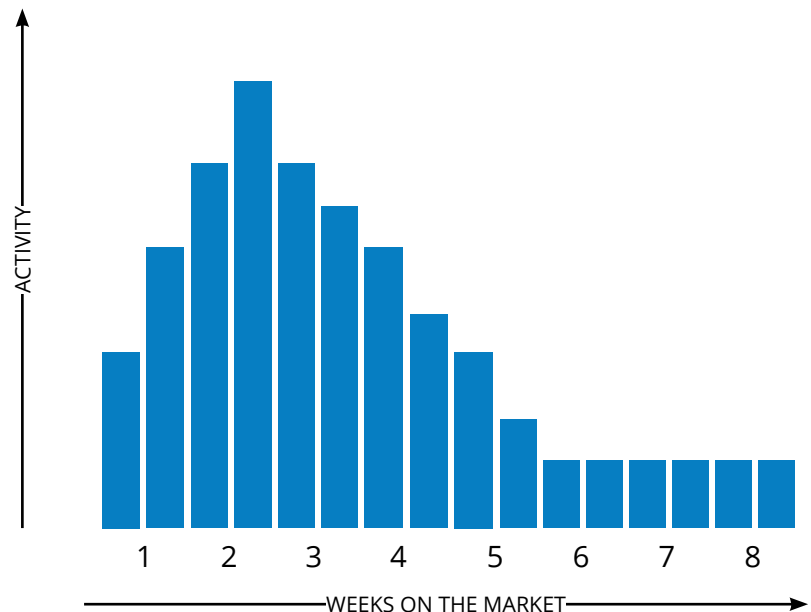


ATTRACT THE BUYER

More buyers purchase their properties at market value than above market value. If you price your property at Market Value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your opportunity for sale.

TIMING

Timing is extremely important in the real estate market. A property attracts the most activity from the real estate community and potential buyers when it is first listed. It has the greatest potential to sell for the highest price when it is new on the market.



WHAT CAN YOU DO?

KEY OBJECTIVES

- PRE-INSPECT
- STAGE
- CLEAN
- REPAIRS
- UPDATES



**Save yourself time, money and disappointment
- \$ Do deferred maintenance NOW!**

HOME WARRANTY PLANS

Home warranty plans go a long way to alleviate some of the risks and concerns buyers have when purchasing a home. For a modest price, the seller can provide a one-year warranty covering specified heading, plumbing, electrical, water header or appliance breakdowns. Coverage under most plans commences at closing.



PROS VS. JOES

HOME STAGING & PHOTOGRAPHY

Professional staging and photography will highlight the best aspects of your home to help it sell faster and for top dollar.

THE PROFESSIONAL DIFFERENCE

STAGING

Staging your home is more than changing up the paint color. Our professional stager will walk you through all the details to make your home “show” ready and appeal to the maximum amount of buyers.

PHOTOGRAPHY

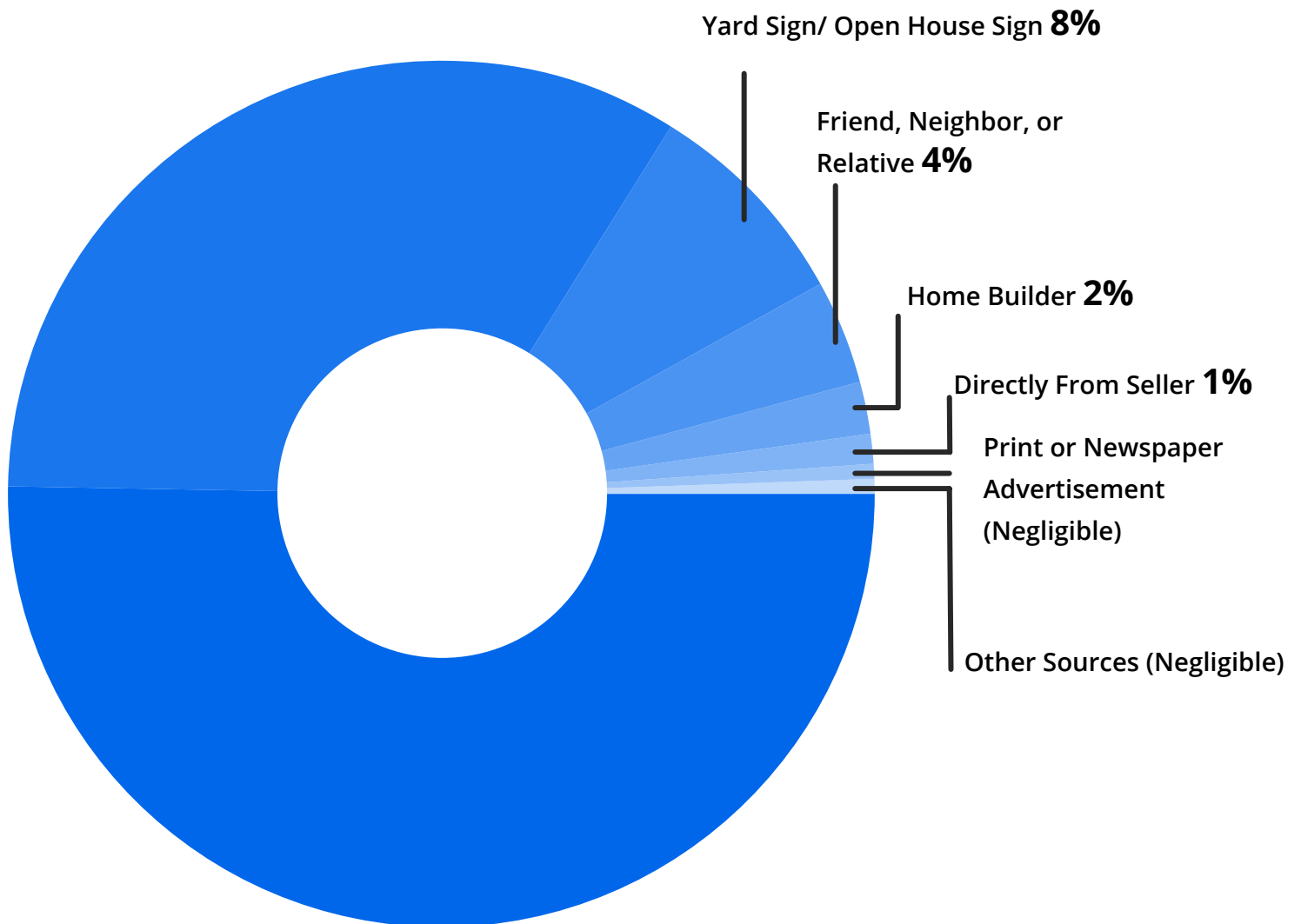
According to the National Association of Realtors, home buyers rated photos as the feature they used most when searching for a home. From using the best lighting to the finishing touches in post-production, our on-staff photographers use their expertise to make sure your photos stand out among competing listings.



REACHING BUYERS

MARKETING STRATEGY

Where buyers found the home they purchased. (Percentage distribution)



Data from the 2018 National Association of Realtors® Profile of Home Buyers and Sellers, Learning About the Home.

MARKETING: IT MATTERS

WHEN WE LIST

- ✓ **Yard Sign:** Placement of the “For Sale” sign in your yard will attract the attention of neighbors and drive-by-traffic.
- ✓ **Massive Internet Exposure:** 95% of all consumers view properties on the internet prior to purchasing.
- ✓ **Social Media:** Your home will be featured on our blogs and social media pages.
- ✓ **Email Marketing:** We market to and communicate regularly with qualified buyers and realtors in our database.
- ✓ **Color Property Flyers:** Full color, professionally designed and printed flyers will be displayed inside your home for potential buyers.
- ✓ **Sentri Lock Box:** Your property’s security is a top priority. The lockbox records information on everyone who access your home, restricting access to your home to licensed professionals.
- ✓ **Buyer Screening:** We market to agents who will bring pre-qualified buyers to your home, reducing stress and eliminating “tire-kickers.”
- ✓ **Open House:** Conducted by trained agents, utilizing social media postings, door knocking, and physical advertising through signage to create exposure for your listing.
- ✓ **ShowingTime Showing Service:** Remote showing convenience that texts/calls/emails sellers to make sure they know about showings ASAP. We follow-up for feedback within 24-hours of showings.



SELLER WORKSHEET

SELLER'S ESTIMATED COSTS

\$.....Sales Price
\$.....Commission
\$.....Seller Closing Costs
\$.....Mortgage Balance
.....+
\$.....Net Proceeds Estimate
- Prorated taxes (i.e. property, school, etc.)
+/- Prorated HOA dues

Net Approx. Total: \$

BREAKDOWN OF SELLER'S CLOSING COSTS



**BUYER OWNER
TITLE POLICY**
(~ 0.5 - 0.7% of sales price)



TITLE FEES
(\$475)



**BUYER'S 1-YEAR
HOME WARRANTY**
(\$375 - \$550)



ATTORNEY FEES
(\$80 - \$200)



E-RECORDING FEES
(\$3 - \$25)

WHAT AN OFFER LOOKS LIKE

AS A SELLER, HERE'S WHAT TO EXPECT IN A BUYERS OFFER.

If the market has spoken and we do not receive multiple offers right away on your property, you can expect a savvy buyer with a good agent to offer somewhere within 3% - 5% of the list price (and you should consider it) and this is even when we have priced it correctly. Please do not be alarmed, this is not a bad thing because an offer is the start to negotiations and shows that someone is very interested in the home. It allows the buyer to demonstrate the price they are willing to pay and show you, the seller, the proof of funds or type of financing they intend to use to purchase the home, while establishing what is included in the deal, Major terms include: setting a date for

closing, which contingencies or time periods of protection they are requesting for due diligence, and any other terms to the agreement. All terms are negotiable and we beg you, DO NOT TAKE IT PERSONAL. We will vet the 3rd parties included in the offer to ensure they are legitimate and advise you as to the strengths and weaknesses off the offer. Ultimately the choice is yours but we will strongly recommend you consider all offers with qualified buyers and good agents.

The ultimate goal is to pair you, the seller with the strongest and most qualified buyer that will be able to close in a time and at a price you can both agree on.

HOW A BUYER CAN STRUCTURE AN OFFER



THREE OPTIONS FOR A RESPONSE THE CHOICE IS YOURS



ACCEPT

Once signed and received by all parties the offer becomes a legally binding contract



COUNTER

Any change, no matter how big or small, puts the entire offer back on the table



REJECT

Allows seller to refuse current offer and be open to accept offers from other buyers

AFTER THE CONTRACT

The inspection is included in 90% buyer's purchase process, especially when they are going to owner occupy. This helps the buyer establish the condition of the home and what if anything the buyer will be negotiating with you to fix, or request money in lieu of fixing. Our best way to prepare for this is to address issues you know about BEFORE we go to market or adjust the price accordingly for things you are not going to address.

WHAT TO EXPECT

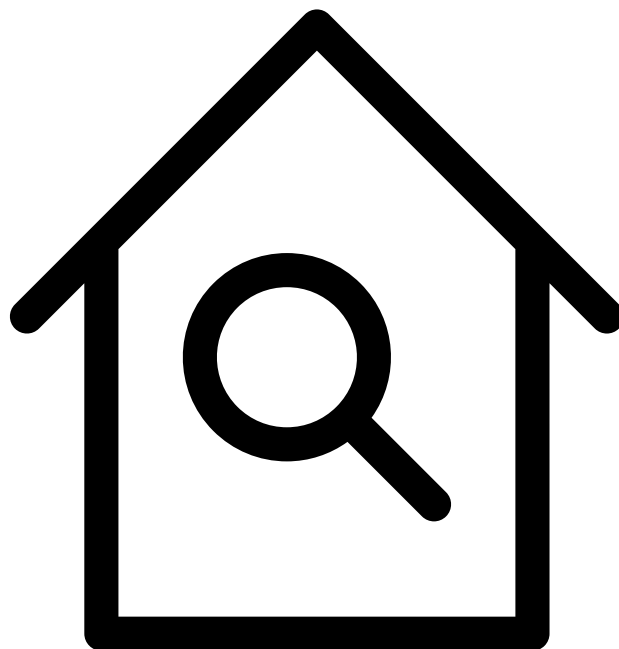
Even a new construction home will have a punch list of 1520 things that need to be addressed. DO NOT TAKE IT PERSONALLY, it is the inspector's job to find things to put in the inspection report, and the buyer's job to freak out about it and ask for everything. It is your choice what you agree to do or not do, Just remember that a little flexibility here can go a long way to getting the deal done. Most often the easiest solution is to offer a closing cost credit to the buyer in lieu of doing repairs, this removes any gray area around if the repairs were done correctly.

- | | |
|---|--|
| <input checked="" type="checkbox"/> Roof | <input checked="" type="checkbox"/> Electrical |
| <input checked="" type="checkbox"/> Doors | <input checked="" type="checkbox"/> Plumbing |
| <input checked="" type="checkbox"/> Windows | <input checked="" type="checkbox"/> Appliances |

NEED CONTRACTORS?

Refer back to our contractor list or ask us for a referral for a specific tradesman to help you with inspection repairs

Remember, we are here to help and our network is at your disposal to get the home sold! Hiring help to get these inspection items done is often the best solution to get these things done with no stress.



NORMS & EXPECTATIONS

WHAT YOU GET FROM US:

- Someone from the team will respond to you within 24 hours.
- We will be honest with you.
- We will protect and respect your confidential information.
- We will never compromise your negotiating position.
- We will respect and be considerate of your time.
- We will earn your referral business.
- We are very good at what we do, BUT we can not make something exist that does not, or meet unrealistic market expectations.
- We will give you a top notch experience and build a relationship for life!

WHAT WE NEED FROM YOU:

- We require you to execute a Listing Agreement and officially hire us before we start to schedule any contractors, or start any pre-marketing.
- Advise us if there are any changes to your timeline or situation.

SELLER CHECKLIST



SIGN THE LISTING DOCUMENTS

Your Listing Specialist will send you the Listing Agreement and IABS (Information About Brokerage Services). Your Listing Coordinator will send you the remaining documents.



SCHEDULE STAGING CONSULTATION WITH OUR PROFESSIONAL STAGER

Our professional stager will guide you through their suggestions to highlight the best features of your property. Be ready to take good notes!



COMPLETE THE STAGER'S RECOMMENDATIONS

From simple paint jobs and curtains, to table settings and fresh flowers, follow through with our stager's suggestions to showcase your house, maximize its appeal to buyers, and separate your house from the competition.



SCHEDULE PHOTOS WITH YOUR LISTING COORDINATOR

Let your Listing Coordinator know 2-3 days before your house will be ready for photos. They'll work out a convenient time with our professional photographer to get the best shots of your home.



FINAL TOUCHES

A team member will get a spare key from you so they can place a lockbox on the door and sign in the yard. They will also take a few measurements inside the home and make note of all the details that will go in the MLS listing (countertop



CONGRATULATIONS! YOUR HOUSE IS ACTIVE ON THE MARKET!

Within about 24 hours of the photographer taking pictures, your listing will be active on the market and will be syndicated to more than 350 websites.

THANK YOU



WE ARE JUST AN EMAIL AWAY. WE WOULD LOVE TO CONNECT WITH YOU AND HELP YOU WITH YOUR REAL ESTATE NEEDS.

CONTACT US:

 info@dapopropertygroup.com

 www.dapopropertygroup.com