



# SELLER'S GUIDE

PROVIDED BY  
THE KOCH GARPSTAS REALTY GROUP



**kw**ELITE  
KELLERWILLIAMS. REALTY

Hello  
there!

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# Meet THE TEAM

## The Koch Garpstas Realty Group



Matthew Koch  
CEO | REALTOR

Carissa Garpstas  
COO | Realtor

Hey Friends! We are Matthew Koch & Carissa Garpstas, the founders and team leaders of The Koch-Garpstas Realty Group with Keller Williams Elite in Lancaster, PA. We created our team with a mission of building lasting relationships within our community through our story and real estate. We are driven by our ability to serve others and by creating a positive experience with everyone we work with.

We would love to connect with you about Listing your home! Reach out and schedule a time to grab a cup of coffee and see what our team does to get homes SOLD!



# Meet THE TEAM



**Kristina Miller**

Listing  
Assistant

Kristina serves as our team's listing assistant. Her role is to help streamline the process between our client's & the Listing Agent. Her goal is to help provide the best client experience leading up to your home hitting the market!



**Justine Frymyer**

Administrative  
Assistant

Justine has been in the real estate industry for over 3 years. Being an Assistant to the team allows Justine to help serve our clients by preparing marketing material and manages the transaction once your home goes under contract!



# Meet THE TEAM



**Brittany Fellin**  
Realtor

With all of our listings, our goal is to have as many eyes possible on your home! We have a proven process around marketing, neighborhood prospecting and Open Houses. Brittany not only lists houses but also serves as our Open House Guru.



**Bety Pena**  
Realtor

With all of our listings, our goal is to have as many eyes possible on your home! We have a proven process around marketing, neighborhood prospecting and Open Houses. Bety not only lists houses but also serves as our Open House Guru.





# THE STEPS

A QUICK LOOK AT THE ENTIRE  
KOCH GARPSTAS REALTY GROUP  
HOME SELLING PROCESS

## Listing Consultation | GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

## SET THE PRICE

We will review comparable listings together and arrive at a price range that will get your home sold!

## STAGE IT

Staging your home may be necessary to get the largest return. We'll walk you through it and provide recommendations. Our team has an in-house design team, free to our clients!

## Marketing

Our photographer will make your home look its best! We will also shoot our marketing video this same day!

*one step at  
a time!*

## CREATE MATERIALS

We'll have our in-house graphic designer create everything we need to market your home!

## SHOW IT

This is often the hardest part as your home has to remain presentable and in tip-top shape every day.

## REVIEW OFFERS

We will negotiate on your behalf and review all offers with you.

## CLOSING DAY

Schedule the closing, hand over the keys, collect the check! IT'S PAY DAY!



# THE MARKETING

## BROCHURES

Professionally designed brochures that highlight the best features of your home.



## PHOTOS

Our photographer knows how to shoot your home so it looks right out of HGTV!

## Video Tour

Our video tour isn't your standard walkthrough. We feature your home, your town and your neighborhood with state of the art equipment including drones. Our videos are featured on our YouTube Page on social media & through email marketing.

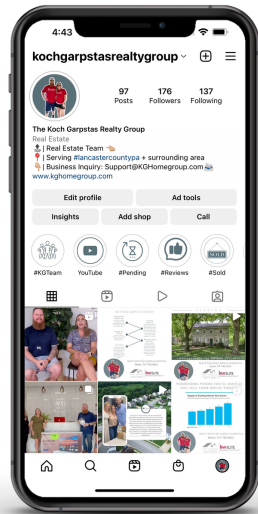


SCAN ME





*Marketing  
is our thing!*



## SOCIAL MEDIA

Our followers LOVE to shop online and that means a lot of interested eyeballs on your home! Combine, our team has over 10,000 followers!

## ADVERTISING

We advertise on multiple websites to make sure your home gets the most visibility. On average, our listings are viewed by over 50,000 people!



## Open House

Our Team has a process surrounding Open Houses. We canvas the neighborhood, invite the neighbors to preview the home and send marketing material about your home to your neighbors!



A bedroom with a bed, a lamp, and a vase of dried flowers. The room is styled in a neutral, modern aesthetic. The wall behind the bed has a decorative, paneled design. A large, textured blanket is draped over the bed. A lamp is hanging above the bed, and a vase with dried flowers is on a table to the left.

# THE STAGING

BUYERS WANT TO IMAGINE THEMSELVES IN YOUR HOME, WHICH MEANS THE MOST NEUTRAL WE CAN MAKE YOUR SPACE LOOK THE BETTER.

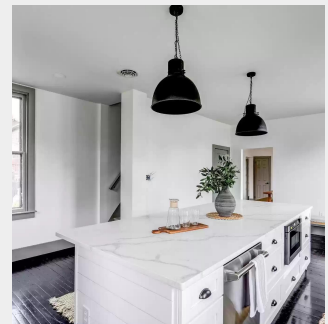
## INSIGHT

OUR TEAM HAS AN IN HOUSE DESIGN AND STAGER. THE BEST PART - IT'S FREE FOR ANYONE WHO LISTS WITH US! (WHEN AVAILABLE)

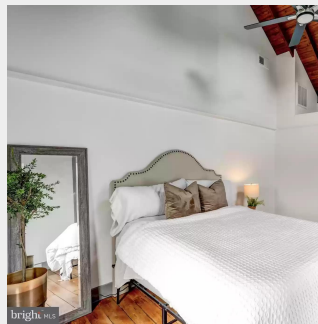
*it's all in the details!*



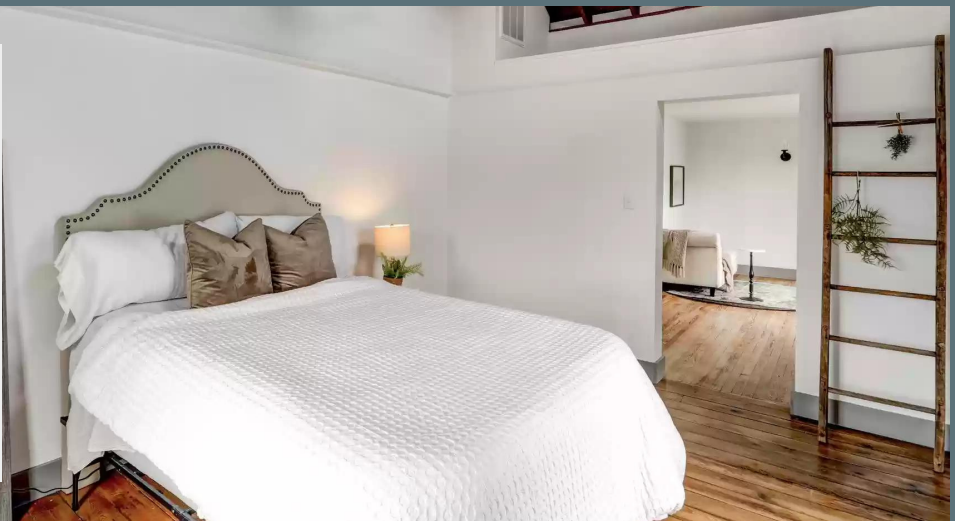
DECLUTTERING



STYLING



DECOR



# THE PRICING

WE KNOW HOW TO PRICE YOUR HOME. HERE ARE SOME THINGS WE LOOK AT BEFORE ARRIVING AT THE PERFECT LIST PRICE.

## PAST SALES

We Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

## CONDITION

We compare the condition and improvements of the comparable home that has sold to your home. From there, we can make adjustments.

## MARKET STATS

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher. We will guide you through this.

## LISTINGS

We study active listings to see what homes we'll be competing with. We will check out days on market as well as price increases and decreases.

## UNDERSTANDING MARKET CONDITIONS

### SELLER'S MARKET

Arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.

### BALANCED MARKET

Supply and demand are about the same. Sellers usually accept reasonable offers, while homes tend to sit on the market for an average length of time.

### BUYER'S MARKET

Occurs when supply exceeds demand. Typically, sellers will drop their asking price to gain an advantage in the market.

# THE OFFER

*Let's make a deal!*

IF YOU'RE A FIRST-TIME HOME SELLER, THE OFFER PROCESS MIGHT SEEM OVERWHELMING. KNOWING WHAT TO EXPECT WILL GIVE YOU A LITTLE CONTEXT BEFORE WE DIVE IN.

## ELEMENTS OF THE OFFER

### PRICE

The price a buyer is willing to pay can be higher or lower than the listing price.

### DEPOSIT

The buyer's deposit shows good faith and will be applied against the purchase price of the home when the sale closes. This is held in Escrow by the listing broker.

### CONDITIONS / Terms

A buyer will not only offer a price, but they will have conditions. A home inspection, financing, or home insurance are examples. Typically, the best offer isn't always the highest price but the best terms. We will guide you to help determine the best terms.

### CLOSING

This is the day on which the title of the property is legally transferred to the buyer and the transfer of funds finalized PAYDAY!!

### INCLUSIONS/EXCLUSIONS

These might include appliances, light fixtures, window coverings and anything else you agree to leave behind or take with you after you vacate.

# Team Stats

Our team has a track record of success. We are incredibly grateful for all of the support we have had from our clients and community! Here are just some of our Bragging Points!



Over 85% of our business comes from referrals



We have never received lower than a 5 Star Review



All of our listing services are FREE to our clients



400+ Homes Sold  
Over \$93 Million in Volume Sold



Voted Lancaster's Best in Real Estate by LNP in 2021



Over 10K Followers across all Social Media Platforms

# SELLER'S CHECKLIST

## GENERAL MAINTENANCE

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps and toilets

## CLEANING

- Shampoo carpets
- Clean washer, dryer, and tubs
- Clean furnace
- Clean fridge and stove
- Clean and freshen bathrooms

## TIDY + PREP

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware
- Paint doors, railings, etc.  
(as necessary)

## CURB APPEAL

- Cut lawns
- Trim shrubs and lawns
- Weed and edge gardens
- Pick up any litter
- Clear walkway of leaves
- Repair gutters and eaves
- Touch up exterior paint

## ORGANIZATION

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat

## Final Touches

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the daytime
- Play quiet background music

# Kind WORDS



We had the best home selling and home buying experience with Matt! He is friendly, detailed, informative, helpful, and got us into our dream home! He made selling our home a breeze and we are so grateful! We couldn't have done it without him.

\_\_\_\_\_ Beesley Family

Ms. Garpstas is very knowledgeable about the real estate market and is able to secure the highest possible selling price or determine if a potential purchase is correctly priced. She is responsive, professional, and makes the process of buying or selling as painless as possible.

\_\_\_\_\_ Vafias Family



What can I say, Matt is the guy you want on your side with any of your real estate needs. Buying, selling, investing... his knowledge knows no bounds! He will work hard not just with you, but for you, to find you not just a house but your home.

\_\_\_\_\_ Collier Family





# FAQ'S

## HOW LONG DOES IT GENERALLY TAKE TO SELL A HOME?

Complete transparency here, it depends! We know that's not the specific "I'll sell your home in 3 days" type of answer you want to hear, but we want to be truthful and the reality is your home could sell in 3 days or it could take 10 or even a couple of months. The market has been moving very quickly but has started to shift. When we price your home where it should be, it should sell quickly no matter that type of market we are in.

## WHEN IS THE BEST TIME TO SELL MY HOME?

Such a great question! The right time to sell your home is always going to be when you decide it's the best time. Market conditions change and over the last year on average, homeowners gained \$64K+ in equity so now could be the best time. We are here to help guide you to making the best decision for you.

## WHAT'S THE DEAL WITH THE ASSESSED VALUE BEING SO LOW?

The assessed value is not the same as the market value. The assessed value of a home is used for taxes in your local municipality. The assessed value has no impact on how much your home is worth to a potential buyer in the marketplace.

## HOW MUCH COMMISSION DO YOU CHARGE?

The total commission to sell your home is 6%. 3% goes to the co-operating brokerage and 3% goes to us which is distributed among brokerage fees, marketing your home, realtor fees and administrative costs. Our team goes above and beyond and rarely charges more than the standard commission.

## WHAT DOES SOLD CONDITIONAL MEAN?

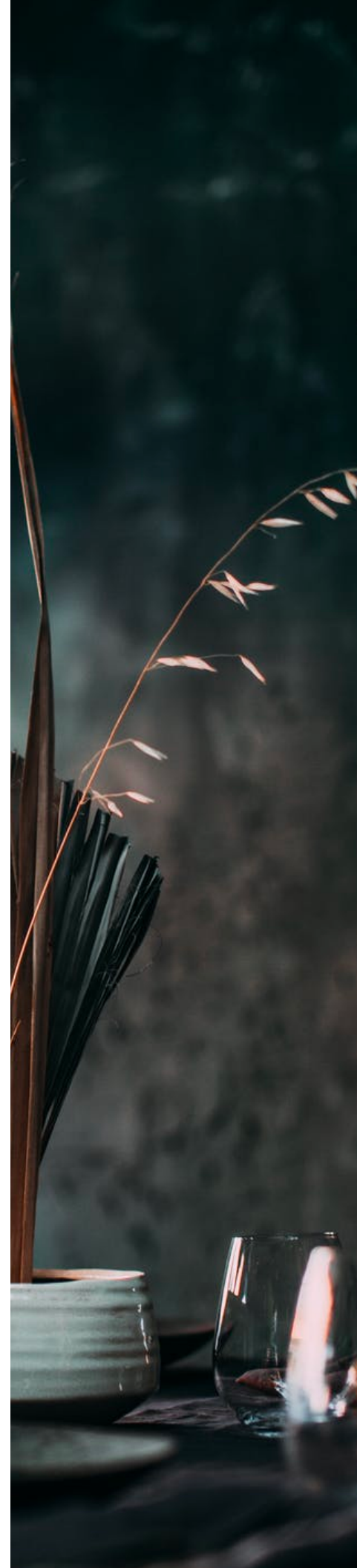
Sold conditional means that the home has conditions that must be met before the sale can be finalized. Common conditions are "Conditional on Financing" and "Conditional on Inspection". In a hot seller's market, these conditions are usually omitted to ensure the offer is desirable.

## WHAT DO I NEED TO DISCLOSE TO BUYERS ?

Any past or present material defect of the home needs to be disclosed by law. An example would be if you had a roof leak during your ownership and the roof was replaced which corrected the issue - This would still need to be disclosed since there was a previous defect.

## WHAT DO I NEED TO DO DURING THIS WHOLE PROCESS?

We pride ourselves on taking care of the majority of the responsibility when selling your home. From prep to staging to showings. BUT there are a few things you'll have to do like keeping your home super tidy, making yourself scarce during open houses, and being available to answer questions from potential buyers.





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 TheKochGarpstasRealtyGroup

