

# HOME **SELLER'S** GUIDE



**BERKSHIRE  
HATHAWAY** | HOMESALE  
HOMESERVICES | REALTY

**NH**

**HEATHER NEIDLINGER  
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REAL ESTATE TEAM



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# HOME SELLER'S GUIDE



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# MEET OUR TEAM

We are here for you every step of the way



**Heather Neidlinger**  
TEAM LEADER



**Olivia Henneman**  
TEAM LEADER



**Kollin Henneman**  
REALTOR®



**Leslie Whisel**  
REALTOR®



**Steven Williams III**  
REALTOR®



**Rob Neidlinger**  
REALTOR®



**Ronda Wickard**  
REALTOR®



**Mike Neidlinger**  
REALTOR®



**Shelby Burkholder**  
REALTOR®



**Taylor Cassner**  
REALTOR®



**Dillon Burkholder**  
REALTOR®

## WHAT YOU CAN EXPECT FROM US

**Others First | Hardwork Integrity | Positive Attitude**

717-226-4531 | Ronda Wickard | [rondawickard@gmail.com](mailto:rondawickard@gmail.com)

# MEET YOUR AGENT

## Hi, I am Ronda,



I'm Ronda Wickard, a proud native of the charming town of Carlisle, where I was born and raised. It's not just a place on the map for me; it's the heartbeat of my memories, the backdrop to my story

Family is at the core of who I am, and I've been happily married to my husband Scott for an incredible 32 years and together are welcoming our first grandchild's arrival this year. In the midst of family celebrations and milestones, my husband and I have a shared passion for exploring new horizons. Whether it's relaxing on a Caribbean beach, immersing ourselves in the local culture, or discovering hidden gems in different corners of the United States, travel is an essential part of our lives.

In 2016, I embarked on a new professional chapter in real estate, a field that resonates deeply with my desire to help others. Being part of people's journeys as they realize their dreams of homeownership, navigate changes in lifestyle, or embark on new adventures is incredibly fulfilling. Every transaction is a chance to be a guiding hand in someone's narrative, whether they're starting fresh, expanding, or finding the perfect space to call home.

Here's to the next chapter, the next adventure, and the endless possibilities that each day brings!

## Let's Connect



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CentralPaHomesaleTeam.com



801 Belvedere Street | Carlisle PA 17013

You can also find me on:



@username



@username

# MEET THE TEAM STAFF

## Transaction Coordinators

Our team has two transaction coordinators that work alongside each agent through every transaction.



**Shelby  
Burkholder**  
Listing manager

Listing Manager - Shelby helps assist our realtors with scheduling photo appointments and attending those photos to help make sure lights are on, rooms are tidy, and take room measurements to include in the listing. She will then enter the listings and make sure all paperwork is finalized. She manages all feedback from showings and communicates this information to the sellers and their agent.



**Shelby  
Burkholder**  
Contract to Close  
manager

Contract to Close Manager - Shelby does all the back-end communications once a deal goes under contract. This includes being in constant contact with the lenders, title companies, and co-broke agents, ordering inspections, keeping track of all contract deadlines, and being in constant contact with our team to keep everyone on task so no step is overlooked.

# THE HOME SELLING PROCESS

Taking You From Listed to Sold



## Pre-Listing Preparation

1. Schedule a tour of your home with your agent.
2. Discuss any potential repairs, upgrades or staging to be completed before listing your home.
3. Establish an asking price based on the current market and comparable property listings.
4. Prepare your home to be photographed and put on the market.

# PRICING YOUR HOME TO SELL

## Our Pricing Strategy

The market value of your home is based on a combination of factors including:

- ✓ The Current Market
- ✓ Comparable Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements



Pricing strategy plays a key role in the home selling process and can mean the difference between selling right away or sitting on the market for months.

It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

# PHOTOS & SHOWINGS PREP

## Get Ready to Sell - Checklist

Having your home photographed is an important first step in getting ready to sell. Photos are buyers first impression of your home, and they need to be able to envision it as their own. This checklist gives you recommendations to get your home photo- ready, as well as preparing it to be shown to future buyers.

### THINGS YOU CAN DO AHEAD OF TIME

#### INSIDE

- Clear off all flat surfaces - less is more. Put away papers and misc. items.
- Depersonalize: take down family photos and put away personal items.
- Clear off the refrigerator: remove all magnets, photos and papers.
- Replace burnt out light bulbs and dust all light fixtures.
- Tidy the entire house.
- Touch up paint on walls, trim & doors.

#### OUTSIDE

- Increase curb appeal: remove all yard clutter and plant colorful flowers.
- Trim bushes and clean up flower beds.
- Pressure wash walkways and driveway.
- Add a welcome mat to the front door.

#### PRO TIP

You can shove things inside closets but know curious buyers look in there too.

### ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

#### KITCHEN

- Clear off countertops, removing as many items as possible.
- Put away dishes, place sponges and cleaning items underneath the sink.
- Hang dish towels neatly and remove rugs, potholders, trivets, etc.

#### BATHROOMS

- Remove personal items from counters, showers and tub areas.
- Move cleaning items, plungers and trash cans out of sight.
- Close toilet lids, remove rugs and hang towels neatly.

#### IN GENERAL

- House should be very clean and looking it's best. Lawn should be freshly mowed and edged.
- Move pet dishes, toys and kennels out of sight.
- Make beds, put away clothing, toys and valuables.
- Turn on all lights and turn off ceiling fans.

#### PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.



# LISTING YOUR HOME

## Putting Your Home on the Market



### MLS Listing

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.



### Signage

A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.



### Lock Box & Showings

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.



### Open House

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



### Just Listed Postcards

We will send a "just listed postcard" to the surrounding area of your home. This will give your listing an advantage over other listings by attracting more people who may not be actively searching the market.

# TOP 5 WAYS

## To Prep Your Home to Sell Fast

**1 START WITH THE RIGHT PRICE**  
Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

**2 DEPERSONALIZE & MINIMALIZE**  
To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

**3 CLEAN, CLEAN & THEN CLEAN SOME MORE**  
Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

**4 MAKE HOME MAINTENANCE A PRIORITY**  
Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

**5 BE READY & WILLING TO SHOW**  
Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

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# OUR MARKETING STRATEGY

## For Maximum Exposure

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques.

### Email Marketing

Your home will be featured in our email newsletter as well as sent out to our active buyers list of clients who are currently looking for homes.

### Network Marketing

Your listing will be shared with our extensive network of real estate agents to increase your home's visibility.

### Social Media Marketing

We use a variety of social media networks like Instagram, Facebook, trulia, and Zillow to get the word out about your listing.



Zillow



Facebook



Instagram



Tik Toc

# OFFERS & NEGOTIATIONS

## Offers and Negotiations

Accepting the highest price offer seems like a logical choice, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you.

### CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

### CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

### CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

### CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

# UNDER CONTRACT

## Steps Before Closing

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.

### POSSIBLE INSPECTIONS

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

### POSSIBLE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

### APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

### FINAL WALK THROUGH

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed-upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

# CLEARED TO CLOSE

Congratulations, You've Made it to Closing!

Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.

## CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Title insurance policy
- Home warranty
- Real estate agent commissions
- Recording Fees
- Property Taxes (split with the buyer)
- Remaining balance on the mortgage
- Any unpaid assessments, penalties, or claims against your property

## Items to Bring to Closing:

- ✓ Government Issued Photo ID
- ✓ House Keys
- ✓ Garage Openers
- ✓ Mailbox Keys

# SUCCESS STORIES

## Here's what our Clients are Saying



“

Outstanding job! Communication was stellar! Everytime I had a question she was right there with the answer! Super knowledgeable on anything real-estate, highly recommended! The team did an amazing job with my home purchase and selling of my old home



“

Ronda made selling my late fathers home so much easier. From our first meeting until settlement, Ronda always demonstrated the understanding, patience, and compassion she knew would be essential in helping me navigate my way through the selling of my dads home during such a challenging time. Ronda did a fantastic job of communicating with me everything I needed to know, and went above and beyond to meet with me when necessary if our schedules conflicted. I would highly recommend Ronda!



“

Ronda was phenomenal she was available when we needed her. She is intelligent. Knew what we were looking for. She made the process so much easier. Answering any questions we had along the way. If I'd need to buy another house I would definitely call Ronda. I will recommend Ronda to any friends relatives looking to buy or sell a home.



# SELL WITH CONFIDENCE

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