



# Before You Sell



# Thank You



Thank you for taking the time to review this package. We have sent you these materials so that you will know a little more about us, our team, our services, and how they will benefit you.

It goes without saying that if you are selling your home you likely already have enough stress in your life. The last thing you need is uncertainty when it comes to selling. We laid out this packet to walk you through every step that will take place from our initial meeting to the listing agreement, getting the home cleaned, and more so you are not only educated on the process but have realistic expectations.

As you look through this package, use the forms at the back to note any questions that you have for us so that we will not forget to address them at our meeting.

We are preparing a complete presentation and market analysis for our meeting. Selling your home is a complicated task, so it is crucial to have every possible advantage you can. Thank you again for your time, and we look forward to meeting with you!

Kendra & Courtney  
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Meet Our Team



Kendra Atienza  
Agent



Courtney Williams  
Agent



Kemlyn Crowley  
Agent



Jenny White  
Transaction Coordinator



# Why Partner with Us



## HOMES SOLD



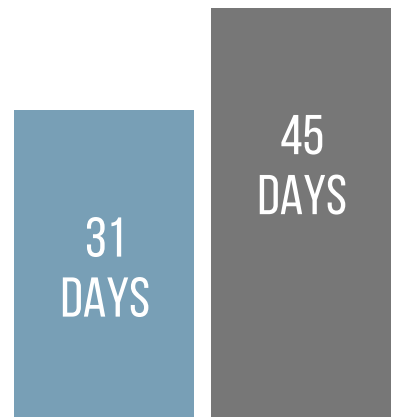
FINDING HOME	AVERAGE AGENT
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## LIST PRICE/SOLD PRICE



FINDING HOME	AVERAGE AGENT
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## DAYS ON MARKET



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# SELLING PROCESS & EXPECTATIONS

We have developed a very specific and intentional process of getting your home sold fast and for top dollar. Our mission is to work with you throughout the whole process so you never feel left in the dark or confused about what is going on.





# Step to Sold

## **Initial Meeting and Property Assessment**

One of the biggest questions ANY seller has is “what is my home worth”. Unfortunately coming up with that magic number is something that requires some in person as well as online assessing. Of course, it’s easy enough for me to go online and pull up what other homes have sold in your area in the last 6 months, but these “comps” only give us numbers on paper and don’t necessarily take into account overall property condition or upgrades. This is why I will be coming over to your home to do a property evaluation at which I will pull up the comps so we can see first-hand how your property compares to others and from there what a reasonable list price might be. With that being said, I work FOR YOU and my suggestions on list price are just that, suggestions. At the end of the day we will list your home for whatever price YOU choose.

## **The Listing Agreement**

This is the document used to give me permission to list your home as well as market and advertise on your behalf to secure a qualified buyer. The listing agreement will also state the list price of your home, the total commission being paid and the “go live date” on which the property will officially be listed on the MLS and all other sites that pull from it like Zillow and similar sites. If you are military or come to me as a referral you will receive a 2% discount on real estate commissions down to 4% instead of the industry standard of 6% meaning you keep more of your profit in your pocket.

## **Who the heck is Jenny White**

Once we have sat down and you have made the choice to move forward you will start getting emails from my assistant, Jenny White. She does not replace me in the transaction in any way and you will always still come to me with ANY questions or concerns you have. Her role is to simply make sure that all the documents in the transaction get done according to the terms in the contract. Please reply to anything she sends you in a timely manner.

## **Staging and Preparation**

If you are having your HHG picked up as we are getting ready to list the home have no fear I'm here to help with small scale staging and minor home décor to keep your house looking homey. I will also be coming by the property a few days before the photographer is booked to give you any last-minute suggestions to help picture day go smoothly.

## **Photos**

A picture is truly worth 1000 words especially now a-days when we ALL shop online. Knowing the importance of this and as a small gift to you (along with the pre-listing home inspection we are going to discuss next) I personally pay for a real estate photographer to come shoot your home and in some cases provide a 3D virtual tour. I also make a video tour of the home so potential buyers really get a realistic impression of the property before they even arrive. This helps to ensure that buyers coming to look know and like what they have seen of the home thus far. Please note: It is of paramount importance that your property is "photo ready" on picture day. We all have what I like to call "life clutter" nobody lives in a staged house but for pics AND showings we need this to be AS MINIMAL AS POSSIBLE!!!

## **Pre-listing Home Inspection**

This is also something I cover the cost for as I feel it is VERY important to know if your home has any issues be they minor or not so minor so we can potentially address them or at least be aware and prepared for them. Keeping in mind that there is no such thing as a “perfect house” and different home inspectors will catch or focus on different things. The goal of this inspection is just so we don’t get blind-sided by something that could make for a rough transaction down the road.

## **Marketing and Advertising**

This is a critical element in the sales process and definitely not one I take lightly. On the agreed upon “go live date” several things will take place.

1. I will do a spotlight post for your property on my business page (Finding Home) as well Instagram, and Youtube featuring a video walkthrough
2. My contact at the title company will be asked to make a promotional flyer advertising the property and send it out via an E-blast that will go out to over 4,000 real estate agents on Oahu. After initial e-blast periodic ads can be sent for open houses or price reductions in need be.
3. Open houses (if allowed) will be held on the first Wednesday from 10-noon, first Saturday from 1-3 and first Sunday from 2-5 to best use our time as a “hot new listing”. After this, individual showings can be scheduled.



## **Showings and feedback**

**Open houses:** The day after each open house I will call, text or email all attendees to the open house asking if they have any feedback to provide on the property. You will get a picture from me of the sign in sheet for the open house.

**Individual showings:** For these showings the buying agent will be instructed via my verbiage on the MLS to use a system called ShowingTime to request a showing. The ShowingTime system will notify me when a request comes in. I will in turn verify the day and time of the showing works for you as the sellers (if you are still living in the home). It is very important to know that being as accommodating as possible for showings is very important as we want as many potential buyers to see your home as possible. Please also be aware that while potential buyers' agents are ALWAYS asked to provide feedback many do not provide any and it is not required. IF we get any I will pass it along to you so we are all on the same page.

## **Contract Review**

Average days on market for Hawaii can be between 30-45 days (sometimes a lot shorter) depending on area and time of year so with any luck we should see a contract arrive within a reasonable amount of time. I will notify you IMMEDIATELY of any offers I receive and we can either discuss them one by one or you may choose to pick a specific date to review all offers (if

- we receive multiple) at one time. Please note: When looking over an offer keep in mind that while offer amount is important, things like contract length, cash down, type of loan the buyer is getting as well as any other special terms written into the contract should play a large part in your overall decision. Also keep in mind that we can always send a counter offer for any terms you are not crazy about.

## **What Happens After You Accept An Offer**

Congratulations, now the real fun can begin, we are in contract! At this point in the process I like to point out what I feel is a very clear power shift. When listing your home as the “seller” in the beginning you have a lot of the control/power as you have the thing being sought (your house). However, once we are in contract (unless we have a backup offer) the dynamic shifts slightly as the buyer is the one that has the right to walk away for much of the transaction. If this happens then we must re-list the home having lost precious market time and have to start the whole process over again.

## **Home Inspection**

The deadline for this part of the contract can be found in section J-1 of the purchase contract and will vary from offer to offer but normally the buyer has between 7-14 days from “Acceptance” which is the day the contract was signed by both parties in which to schedule and complete a home inspection and request any items they may wish to have addressed. With that being said, most of the time homes in Hawaii are sold with an as is addendum which basically states that the buyer is aware that the home is being sold “as is” and that the sellers are only required to correct/fix issues that are hazard, health, or safety related. Buyers will still request a variety of items and this is handled on a case by case basis. Items requested from the home can be handled by either fixing what is requested, giving a credit to the buyers, or simply refusing the request. This will obviously be discussed on a case by case basis.

## **Association Documents**

Once we are in contract Jenny will order the required association documents which we must provide to the buyers. I cover the up-front cost for this and will be reimbursed at closing.

## **Appraisal**

The only time an appraisal is not required is if the transaction is a cash deal. If there is any sort of financing then the lender for the buyer will order an appraisal. I will be contacted by the appraiser letting me know when they will be coming out to conduct the appraisal. This normally only takes about 30 minutes and the report is normally back to us in about a week. I will also be providing the appraiser with comps along with any additional property information to help justify the asking price. In the event that a property does not come in at the price we are in contract for you will need to be prepared to lower the sales price to match the appraised amount. This is why I will always advise you to list your home reasonably and based on the comps. The last thing we want is to get 3 weeks into a contract and have everything fall apart because realistic expectations were not set from the beginning.

## **Removal of Items and Cleaning**

These items are covered in sections J-8 and J-9 in the purchase contract unless changed in a counter offer. You WILL need to note these dates and be sure things are done by the agreed upon dates. For cleaning you will need to provide receipts for both property cleaning and carpet shampooing.

## **General Housekeeping**

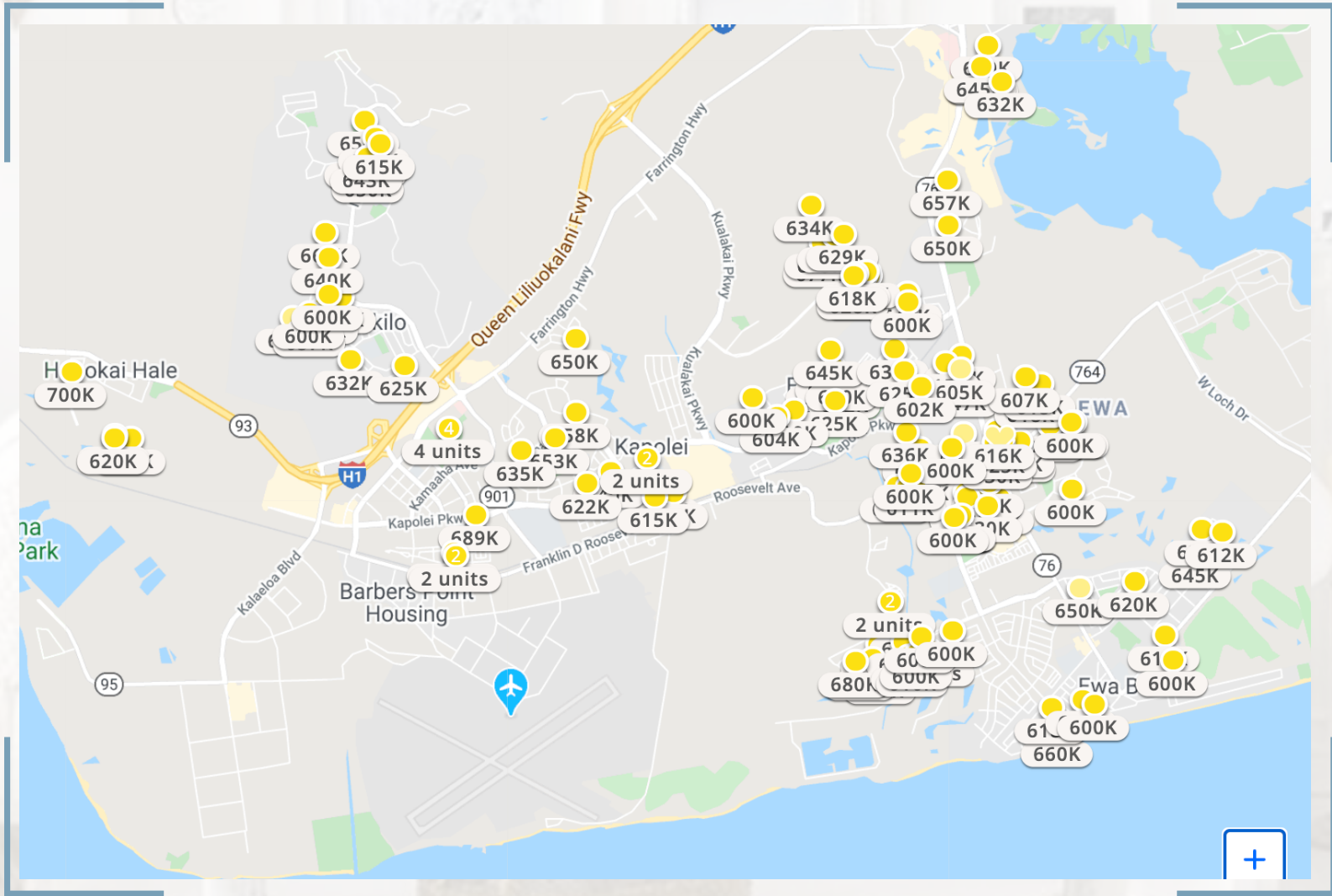
Remember to leave all ceiling fan remotes, garage door remotes, and house keys in a kitchen drawer the last time you leave the house. Make sure you leave all utilities on during transaction. (They can be turned off the day the transaction records). Don't forget to forward your mail, and check your warming tray of your oven for baking sheets!

## **Signing**

As we near the end of the transaction the title company handling our transaction will reach out to you to come in and sign the documents allowing the sale to be complete. Please be sure you reply to all emails from the title company in a timely manner.



# OUR HAPPY CLIENT CLUB





# OUR TESTIMONIALS



Kendra and her team have been absolutely wonderful to us through the process of buying our first home! We had to do it blindly (thanks COVID and being stationed in South Korea) and they always made sure all of our questions were answered! You can imagine the stress we should have felt, but they made everything so simple and easy. We are so happy with our choice picking them to help us buy our home because of their expansive knowledge and experience being a military family. Kendra made sure to give us several video walk-throughs of our home, inform us on some great potential upgrades to raise the property value, and recommended a great neighborhood with so many things to do in walking distance!

-Shelbi Cantwell



Kendra Atienza was THE ACTUAL BEST. We ended up purchasing through her and her husband, who is a loan officer who specializes in VA home loans, THE BEST COMBO. They are very knowledgeable with any home improvements and have bought and fixed a couple houses up here on Oahu. They are the people that made this process so easy. We ran into a little bump in the road with closing and some changes that were done to the home last minute, but Kendra fought for us to make it right. So if you're wondering if you should consider buying a house here especially if you have access to a VA home loan, and 2-3 yrs left on island you should, and KENDRA is the one to help you with that. Both husband and wife were very helpful and can't wait to show them the improvements we make to the NEW house.

-Tessa Robinson



# OUR TESTIMONIALS



Working with Kendra from start to finish was amazing, making the selling of our house a breeze. She got it sold FAST too!

From the beginning she set a realistic timeline and gave us tons of advice on what we needed to do in order to get our house in the best condition for professional pictures (which she covered) but more importantly, for the prospective new owners. When I had questions, Kendra was prompt with responding and never made me feel like I was bothering her. If we were staying in Hawaii, there would be no questions as to who I'd use to buy our next home... Kendra would be the one! -Candace Nicole



Mahalo nui to the Finding Home team for finding us our Hawaii home! From before we arrived on the island to the day we got our keys they were quick to answer any questions we had and explained everything in a way we understood. It was so nice having a team that knew the market and the numbers so well and we're so lucky to have had them on our side! 5 stars  
-Veronica Miller



As our first ever PCS and home buying/owning experience Kendra and Clayton made this transition seamless for us. At times it still almost seems too good to be true. From day 1 of meeting Kendra we trusted her, she is so genuine and never pressured us into any decision making. Kendra simply presented us with facts and left the rest up to us. She is extremely knowledgeable not only about Hawaii real estate but military life as well, and I think that's really what sets her apart from other realtors. Not to mention her husband Clayton, a Veteran, is now a broker so they really are the complete package! Kendra is more than just a real estate agent to me, I could honestly call her my second mom at this point; and it has nothing to do with her age (she's way too young to be my mom) but simply her genuine, caring and kind personality, her guidance, her selflessness, her prompt response time to texts or phone calls when we had (and still have) questions whether it pertains to real estate, military, home renovations or design, solar panels, you name it! I can't say enough good things about Kendra & would highly, highly, recommend her as a contact to have for anyone making the move to Hawaii.-Amanda Imoke



# Thank You!

Thank you for your time, and we look forward to hearing from you soon!



*Stay in touch!*