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Dear Neighbor,

I would like to take this opportunity to introduce myself and explain the services that I offer.

My name is Jonathan Jeswald. I am a Realtor with World Impact Real Estate. I work **Exclusively** in your area and would like to extend my services to you, if you or anyone you know is thinking about buying or selling a home or condo.

- As a **REALTOR®** my knowledge of the current real estate market can help when buying or selling.
- I provide valuable market statistics and trends every month for my clients. You'll know exactly what's going on in our local market each and every month.
- Best of all, it is totally **FREE** to you.
- I offer you many services that may not be readily available to you.
- I offer current market value of your home and area home sales statistics.
- I will also be providing other value-added recommendations for your home.
- As a homeowner, eventually you will require trades people to do specialized work. I can recommend vendors whom I have an established relationship.
- Register on my home search site at www.jjemeraldcoast.com for the most up-to-date listings and other valuable real estate information.

I would love to be a valuable resource for you and your home needs. Please call me if you have any real estate questions, want to renovate, or move!

I look forward to hearing from you.

Your local REALTOR®

Jonathan Jeswald

Realtor#3348447

World Impact Real Estate



Home Seller's Guide



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Home Seller's Guide

Things To Consider Before Selling Your Property "By Owner"

Most of us do not like to spend money unnecessarily, especially when we feel we could do the job at hand as well as the person or persons we are hiring to complete the task. It would be a good idea to consider the following questions to assess the process of handling the sale of your property yourself, before attempting to do so:

- Do you know how to determine the current market value of your home?
- Do you know how and where to advertise your home most effectively and what the costs will be?
- Did you know that each REALTOR® has access to a Multiple Listing Service (MLS), which is a database of properties listed for sale by REALTORS®. Real Estate Agents refer to MLS for prospective properties to show their clients and for comparable sales when determining value for a prospective listing. Only real estate agents have access to this information.
- Have you made arrangements for your home to be available for showing 12 hours a day, 7 days a week. If not, each hour that you do not provide this availability your home is "off the market".
- Are you concerned about having strangers walking through your home?
- Do you know how to determine whether or not a buyer can qualify for a home?
- Are you acquainted with real estate law to write a legal and binding real estate contract?
- Do you understand the steps of an escrow and what is required of you and the buyer to complete the transaction?
- Do you know which title company, real estate attorney, termite company, inspection company and lender to hire that will provide the best service and costs to you?
- Do you have experience with resolving problems and protecting your rights in a real estate transaction?

Your home is probably your largest investment. You are the only one who can determine whether or not you should attempt to sell your home by yourself. Talk to a REALTOR® before you decide. You may find that working with a professional is a lot less expensive and will get the job at hand done in a more timely and less stressful manner than attempting to do it yourself.



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Selling A Home? It Pays To Work With A Realtor®

Without the professional guidance and expertise of a REALTOR®, selling a home can often entail many unnecessary complications. The following information, as prepared by the National Association of REALTORS®, best describes the many benefits of contacting a professional REALTOR® to handle all your real estate needs. The term REALTOR® is a registered, collective membership mark which identifies real estate professionals who are members of the National Association of REALTORS® and abide by its strict Code of Ethics. A REALTOR® is bound by a Code of Ethics and pledges to protect and promote the interest of the seller by providing fair treatment for all parties involved in the transaction. Here are some ways a REALTOR® can help you sell your home:

Promotion By:

- Preparing a flyer to describe your property for public distribution.
- Posting a "For Sale" sign on your property.
- Advertising in the media. This includes MLS, flyers, local paper and home buyer magazines.

Viewing By:

- "Open Houses" for the buying public.
- Conveniently scheduled appointments for house showings.

Networking By:

- Neighborhood mailings.
- National relocation services.
- The Real Estate Association.
- Their personal network of clients.

Working With You By:

- Conferring with you regarding when you want to place your home on the market.
- Establishing a sale price based on the following:
 - Research of comparable properties.
 - Considering the current local market conditions.
- Establishing your probable net proceeds.
- Advertising your home and making suggestions on what you can do to make your property more sellable.
- Reviewing the necessary paper work with you.

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Negotiating The Contract By:

- Reviewing the contract and your obligations.
- Explaining contingencies and release clauses.
- Explaining the legal disclosure requirements.
- Explaining the ramifications of pest control inspections/reports.
- Explaining your responsibilities regarding the condition of the property.
- Examining offers closely and explaining the reasons behind a possible counter-offer.

Managing And Under Contract By:

- Following closely the progress of the buyer's loan and coordinating the payoff of your existing loan.
- Facilitating the appraisal process.
- Staying in constant communication with the buyer's agent to ensure a smooth closing.
- Closely monitoring contingency removal dates and discussing these with you.
- Coordinating the details of the transaction with the escrow officer.
- Making sure you get your check and settlement documents promptly after closing.



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Preparing Your House For Market

First Impressions First

- Let the front of your house greet guests with a clean, maintained yard by fertilizing lawns, planting fresh seasonal flowers, trimming overgrown shrubbery.
- Painting can be expensive, but a little touch up goes a long way.
- Make sure your front door is solid, fresh, and welcoming.
- Inspect the roof for necessary repairs and any visible broken tiles or shingles.
- Repair cracks in the driveway and sidewalks. Clean up oil stains.
- Mend or paint neighboring fences or walls.

A Little Decoration Goes a Long Way

- Simple, inexpensive redecorating such as paint and accessories can result in a quicker sale at a higher price. Light neutral paint colors, such as off-whites, permit most every one to “imagine” their furnishings in your home.
- Clean carpets if they are heavily soiled. Spot clean stains.

Eliminate the Distractions

- Repair the minor flaws that can detract from your home’s value, such as leaky faucets, sticking windows and doors, broken handles and knobs.
- Remove cobwebs from ceilings and other areas.

Never Enough Space

- Remove all unnecessary items in your attic, basement, or other storage areas and organize all closets to show ample space.
- Remove excess furniture so rooms don’t look small and cluttered.
- Have a garage sale to dispose of unneeded items-looks better now and less to move later!

Squeaky Clean Bathrooms!

- Check and repair caulking in showers and bathtubs.
- Install new shower curtain liners. Keep bathrooms looking and smelling fresh.

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15 Home Listing Tips

1. Price Your Home Right

Your agent can research comparable sales in your area and advise you of the appropriate price range for your property.

2. Be Flexible on Financing Terms

Have your agent explain what financing options are available. Flexibility on financing terms may secure a better selling price.

3. Time it Right

Ask a real estate professional to determine whether the market cycle is poised to net you the most money.

4. Make Your Property Accessible to Buyers

Lock boxes are a great way to make your home most accessible to agents for showing. Appointment-only showings are the most restrictive. If your lifestyle is not compatible with frequent showings, your agent will help you determine a solution to suit your needs. Remember, the easier a home is to show, the better the odds are of getting the deal you want.

5. Use the Latest Marketing Technology

Make sure your agent utilizes the latest technology, such as Internet sites and social media that cater to home-buyers. In some areas, cable advertising is popular. Others use 800-number interactive voice response systems. A good agent will know where you can get the best exposure.

6. Stage Your Property Correctly

Put some items in storage, create more light, play music or otherwise improve the ambience. Your agent can offer helpful advice to create the right first impression.

7. Remember that Selling Property is not Seasonal

Do not base selling decisions on the seasons. Property sells year-round.

8. Re-Evaluate the Marketing Plan

Re-evaluate your agent's marketing plan periodically. Make needed adjustments based on the current market and buyers.

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9. Analyze Why You Are Not Getting Offers

Eighty percent of all buyer activity comes from signs and MLS listings. So, if you are not getting offers and are flexible with showing your home, it may be time to re-evaluate your price, not necessarily your agent.

10. First Impressions are Golden

Sales have gone south thanks to unkempt lawns, cluttered closets, unpainted front doors, hard-to-work locks, blown light bulbs, bad color, stains, unlit areas, and foul smells. Spend time on the little things. Double up on your gardening. Keep things cleaner than usual. Take serious control of your pets during this time period.

11. Make the Right Kind of Repairs

Before making improvements, prior to listing, consult a real estate professional. Some upgrades will not yield any real increase in value, while others may increase property value substantially. Ask for low-cost solutions to minor repairs that will yield the best profits.

12. Give the Sales Process Enough Time

Homes may take three to six months in any market. Estimate how much time you have before you need to sell and then plan ahead to allow extra time. You don't want to be forced to accept a disappointing offer.

13. Screen Prospects Adequately

One of the best reasons for hiring an agent is their ability to pre-qualify a prospect financially so that you don't lose valuable negotiation time. Your agent may discover when a prospect has an ulterior motive for shopping homes.

14. Believe that You Can Make a Difference

The top agents in the industry report that their sellers are responsible for at least one out of ten sales. You can network with your business and personal friends, hand out flyers, and keep your house in move-in condition. Your agent should be ready to hand you all sorts of assignments to make the team effort successful.

15. Test the Market

Never put your property on the market unless you really want a sale! Get ready for a professional sales push when you list. If your plan harbors some indecision, resolve it before you list because success is every great agent's objective!

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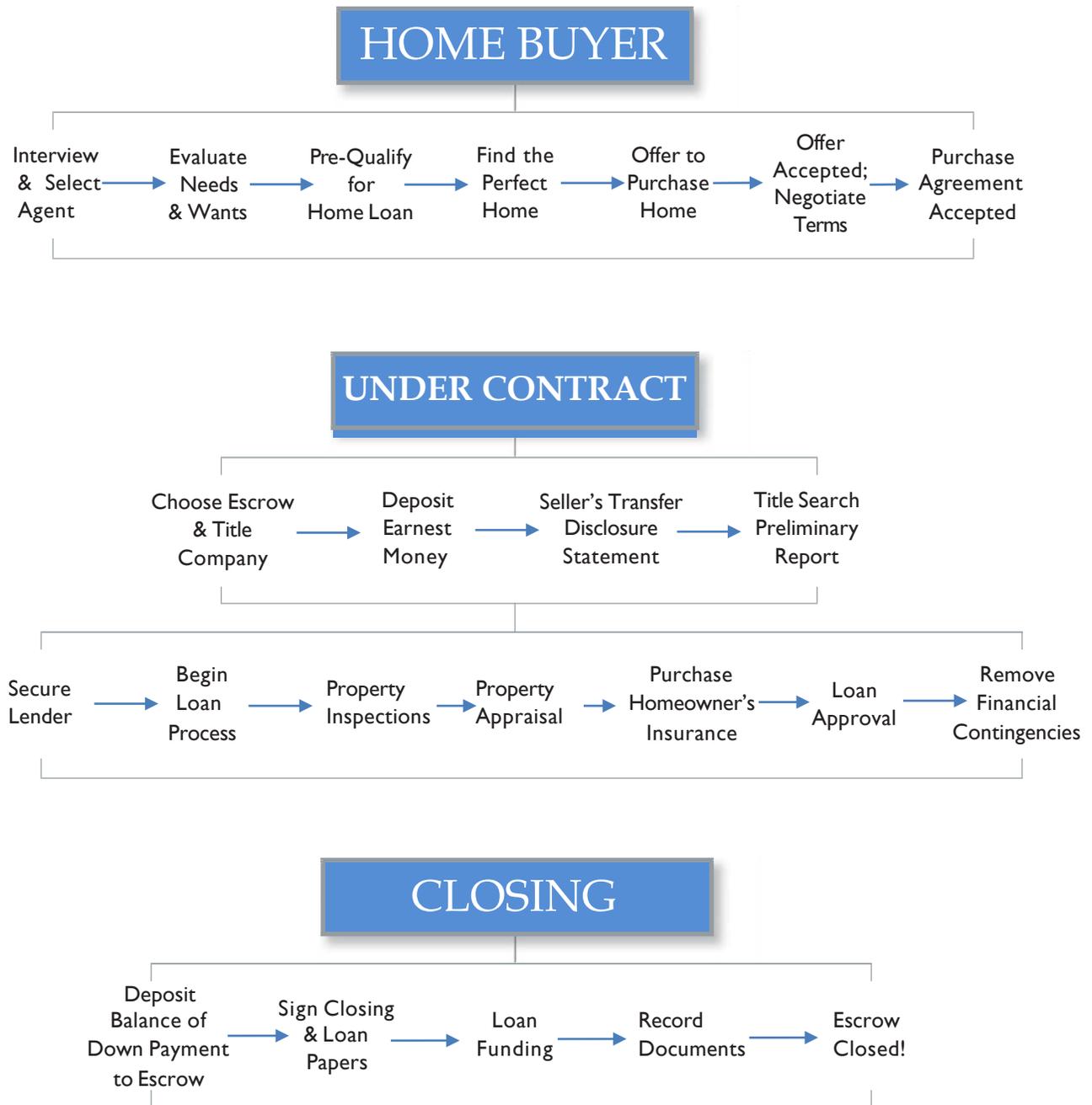
Open House Preparation Checklist

-  If possible, make arrangements to be out of the house to permit the agent to do "their job." If you are home, don't force conversation with potential buyers. Be polite, answer questions, and point out highlights. They want to inspect your house, not make new friends.
-  Protect your pets. Keep them out of the way in a restricted area or even out of the house.
-  Open all blinds and drapes to make the home light and cheerful.
-  Turn on additional lights and lamps as needed.
-  Remove excess clutter from floor, tables, and counter tops.
-  Keep your valuables safely locked up or out of sight.
-  Clean the bathrooms so they sparkle!
-  Don't forget to make the bed and do the dishes.
-  Dust and vacuum the house thoroughly.
-  Remove excess toys and equipment from yards.
-  Wash down your driveway and patios.
-  Turn off all TVs. Very soft background music may be acceptable in some cases.
-  Fresh flowers in the front yard, on the porch, and in the house can create a welcoming effect.
-  Light refreshments such as tea and cookies are a nice touch-fresh baked cookies or simmering cinnamon potpourri creates a pleasant aroma (or check with your agent to see if refreshments will be provided).



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HOME BUYING PROCESS CHART



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The Contract Process

Escrow is a neutral depository for funds and documents needed to complete a real estate transaction. When a buyer and seller have signed a purchase contract, a copy of that contract along with the buyer's earnest money check are deposited into escrow. This constitutes opening of escrow and the escrow process begins and progresses as follows:

A copy of existing deed is ordered by the escrow officer, to obtain the legal description of the property and the names of the record owners.

The escrow officer or an assistant then orders a commitment for title insurance from the company's title department, in order to determine what will be required to close the transaction and to inform the buyer and the buyer's lender what will remain of record against the property after closing.

Statements from the seller's existing lender and the homeowners association are ordered in order to determine the amounts needed for payoff and/or transfer at the close of escrow.

Copies of the commitment for title insurance, covenants, conditions and restrictions and termite inspection reports are forwarded to buyer, seller and lender for their approval as received.

Upon receipt of the buyer's loan documents from the buyer's lender, the escrow officer prepares the settlement statement (or HUD), based on the information provided by the buyer's new lender, the statements from homeowners association and payoff lenders and the purchase contract. The buyer and seller are contacted separately to schedule signing appointments for each. Buyer and seller sign separately. The buyer will deposit closing funds at the scheduled signing time unless other arrangements are previously made.

After signing, the loan documents are returned to the buyer's lender for approval and funding. Upon receipt of the loan proceeds from the lender, the escrow officer will release the documents in the transaction for recording with the County Recorder on the agreed upon recording date. After recording, the funds are disbursed and copies of all documents are provided to REALTORS®, buyers and sellers and the title insurance policies are issued to the buyer and the buyer's new lender.

In Florida, real estate agents are authorized to write purchase contracts and escrow/title companies are authorized to complete standard documents to close a real estate transaction. As a result, attorneys are not commonly engaged in real estate closings of residential property. The real estate professionals generally involved include the real estate agents, the escrow officer and the buyer's loan officer.

Be advised, however, that none of the above referenced professionals are allowed by law to offer legal advice. If you have a complex transaction or have questions or doubts that cannot be answered by your real estate professionals, it is important that you consult with an attorney.

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Title Insurance Defined And Why You Should Have It

In every real estate transaction, the matter of title insurance arises. A policy of title insurance is issued to a buyer and/or a lender to guarantee to the insured party or parties, "Free and Clear" title to the property being insured, from the beginning of time until the date and time the buyer acquires title to the property, or in the case of a lender's policy until the date and time the lender's loan document is recorded against the property. "Free and Clear" is defined as there being no loans, liens, encumbrances, back taxes, easements or covenants, conditions or restrictions against the property that were not disclosed on Schedule 'B' of the commitment for title insurance issued by the insuring company. The policy is issued for a one-time fee and will remain in effect as long as you or your heirs retain an interest in the property. This protects the buyer's or the lender's investment in real estate, including their legal defense against any claim or claimant. If a claim is valid, the title insurer will either resolve the title problem or pay the insured's losses.

Why You're At Risk

There are many title issues that can arise to cause the loss of your property or your mortgage investment. Title issues not disclosed by a most careful search of the public records, called hidden risks, are the most dangerous. Because of them, your title may be worthless or have a diminished value. Here are some title issues that can occur. You may not discover them when you buy real estate, but months or years later they can result in the loss of your property or an expensive lawsuit.

- Deeds by foreign parties
- Deeds by minors
- Deeds by persons of unsound mind
- Deeds to or from defunct corporations
- Defective acknowledgements (notary)
- Discovery of will of apparent intestate
- Duress in execution of instruments
- Erroneous reports furnished by tax officials
- False impersonation of the true owner of the land
- Forged deeds, releases, etc.
- Misrepresentation of wills
- Mistakes in recording legal documents
- Surviving children omitted from will
- Administration of estate of persons absent but not deceased
- Birth or adoption of children after date of will
- Claims of creditors against property sold by heirs or devisees
- Deed of community property recited to be separate property
- Deeds by persons supposedly single, but secretly married
- Deeds delivered after death of grantor/grantee, without consent of grantor
- Deeds in lieu of foreclosure given under duress
- Marital rights of spouse purportedly, but not legally, divorced
- Ultra vires deed given under false corporate resolution

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The Appraisal Process

When you sell your house and the buyer is securing a new loan in order to purchase the property, the buyer's lender requires a licensed appraiser to estimate the market value of the property to show the lender that they are making a prudent decision lending the buyer the money to buy your house. The cost of the appraisal is negotiable.

Once the buyer begins the new loan application process, the lender will order the appraisal. In order to estimate the market value of your house, the appraiser will research the houses which have sold in your subdivision and/or your immediate area. Appraisers prefer to use sales which have occurred within the past 6 months and are similar to yours in regards to square footage, year built and amenities (i.e. swimming pool, garage, single story).

The appraiser will measure your home, take photographs, and examine your house for its condition, specific improvements and amenities. You can help the appraiser by preparing a list of recent improvements and remodeling that has been done and include the approximate amounts spent for each improvement. Some appraisers will appreciate this information while others may not. However, if you had the information prepared for buyers looking at your home, then providing it for the appraiser will be a snap.

If the buyers of your property are getting an FHA or VA loan, a few special requirements will be placed on your house. You must scrape and paint all chipping or peeling paint on your house or any structures on the property. You should also replace any missing or damaged shingles and missing slats or blocks in your fence.

The lender will receive a copy of the appraisal a few days after the appraiser has been to your home. You may be told that the appraiser has some repair requirements before the lender can loan the buyer any money on your house. In that case, you must repair these problems and the appraiser will return for a re-inspection for an additional cost.



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Inspections

The standard Florida Association of Realtors® purchase contract used by most real estate agents contains a provision that allows the buyer to physically inspect the property being purchased, either by himself or by a professional inspector or inspectors within the first ten days of acceptance of the contract by the seller. It is the seller's obligation to provide the buyer access to the property during this ten day inspection period for whatever inspections the buyer requires. Below is a list of common types of inspections.

Structural Pest Control

- To determine any active infestation by wood destroying organisms.
- To determine whether there is any earth to wood contact, cellulose debris or faulty grades on the property.

In the event that there are wood destroying organisms or secondary issues with regard to the property, generally these issues must be addressed prior to the close of escrow and if the termite company that did the initial report does not do the repairs, then the property must be reinspected by a termite company and a clear report deposited into escrow, prior to the close of escrow.

Physical Inspection

- This inspection can encompass inspection of the roof, plumbing, electrical, heating and any other accessible area of the property.
- A detailed report or reports will be written by the inspector or inspectors with recommendations for repairs, and same will be delivered to the buyer. Subsequently the buyer will request of the seller any repairs that the buyer wishes the seller to be responsible for, which, if the seller agrees to the repairs, would be completed prior to the close of escrow.

Other Common Inspections Might Include:

- Well and Septic
- Hazardous materials
- Chimney
- Heating and Cooling
- Survey
- Zoning and Building permit compliance
- Structural Engineering



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Home Warranties

Home Warranties are insurance policies designed to protect a seller during the listing period and a buyer for one year after the close of escrow, against repair costs for mechanical systems and major appliances. The cost of a home warranty policy is a one time fee which either the buyer or the seller can pay at the close of escrow and which is renewable annually. There are a variety of home warranty companies and plans. The plans vary according to the optional coverage chosen by the insured which might include, but not be limited to heating, air conditioning, dishwasher, washer, dryer, refrigerator, garbage disposals, and pool or pool and spa equipment.

A Few Of The Benefits Of A Home Warranty Are Listed As Follows:

- Replacement or repair of major or minor plumbing, heating or electrical problems during the policy period at a nominal service fee per incident.
- A full network of qualified technicians at your service.
- Protection of your budget against unexpected expenses for repairs or replacements of systems in your home for the first year of ownership (or subsequent years if renewed).



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A Guide To Closing Costs - Who Pays What?

Although most costs involved in a real estate transaction can be negotiated between buyer and seller, there are a lot of costs that are traditionally paid by one party or the other. We have set forth below a list of these charges:

The Seller can be expected to pay:

- owner's policy of title insurance
- homeowners association fees
- real estate commissions
- escrow fees (50%)
- payoff all existing loans, liens and encumbrances, including all associated costs and fees
- termite work
- taxes due and payable or back taxes
- recording fee (50%)
- delivery fees

The Buyer can pay:

- lenders policy of title insurance
- endorsement fees for title insurance
- escrow fees (50%)
- impounds and interest on new loan
- all new loan charges (including appraisal, origination and discount fees, document preparation, etc...).
- termite inspection fee
- hazard insurance premium for first year
- delivery fees
- homeowners association dues required by the association for future months
- recording fee (50%)

Below is a list of costs involved in a transaction that are negotiable and there is no general tradition as to which party pays them:

- home warranty
- homeowners association transfer fees

Mandatory Costs:

FHA AND VA regulations require the seller to pay the following fees in an FHA or VA transaction, if applicable: assignment fee, flood certification fee, bring down endorsements, document preparation fees, photo/inspection fees, tax service contract, warehousing fees, or any other loan cost or charge except the following: prepaid interest, impounds on new loan, loan origination, loan discount fees or appraisal. In addition, on a VA transaction the seller is required to pay the entire escrow fee.

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The Seller's Eight Most Frequently Asked Questions

Q. When do I get my proceeds check?

A. On the date of recording, you may request that your escrow officer either cut you a check for your proceeds or wire the funds directly into your bank account.

Q. Why do I have to pay interest on my loan pay-off past the day of recording?

A. Your lender continues to accrue interest to the date that they post your loan as being paid in full. This could be one or two days from the date your escrow officer sends your pay-off check via overnight mail or wire transfer.

Q. When do I get a refund from my impound account?

A. After your escrow officer sends your pay-off check to your existing lender, you can expect to get impound account back direct from your lender within 30-60 days. If you have any questions after that time, we suggest calling your lender.

Q. When do I cancel homeowner's/fire insurance?

A. Please do not cancel your insurance until you have confirmed that your transaction has closed.

Q. Why does my escrow officer require that I complete a 1099 form?

A. A 1099 form is the reporting form adopted by the IRS for submitting the information required by law. Under guidelines established by the IRS, sellers of real property are required to have their sales price reported on the 1099 form.

Q. What is a Statement of information?

A. Statements of information provide title companies with the information they need to distinguish the buyers and sellers of real property from others with similar names, for the issuance of title insurance at close of escrow. After identifying the true buyers and sellers, title companies may disregard the judgements, liens or other matters on the public records under similar names.

Q. I don't understand tax pro-rations. How do they work?

A. Each year on January 1st, the lien of that year's property taxes attached to the land, pursuant to Florida Law. However, the lien is not due and payable until October 1st of that year for the first half of that year's bill and the second half of that year's bill is not due until March 1st of the following year. Pro-rations are done to reimburse the buyer for the portion of the year that the seller has owned the property and has not yet paid taxes.

Q. What will I need to take with me to the Title company to sign my closing documents?

A. Take one of the following: Florida Drivers License, Florida ID card or Military ID.

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Moving Checklist

Old Residence

Preparing For The Move

-  Leave keys & garage openers
-  Travel funds (cash & checks)
-  Defrost refrigerator
-  Pet transportation

Address Change

-  Bank accounts
-  Subscriptions/magazines
-  Forward address to post office
-  Credit cards

Utilities

-  Telephone (check for refund)
-  Gas (check for refund)
-  Electric (check for refund)
-  Water (check for refund)
-  Cable (check for refund)
-  Garbage pickup
-  Bottled water, propane, etc.

Documents To Obtain

-  Medical records
-  Dental records
-  School transcripts
-  Veterinary records

New Residence

Address Change

-  Ask postman to hold mail for your arrival
-  Utilities
-  Telephone
-  Electric
-  Gas
-  Water
-  Garbage pickup
-  Cable
-  Bottled water, propane, etc.

Schools, Licenses, Services

-  Register children for school
-  Register to vote
-  Register car
-  Driver's License (apply for new address)

Medical Services

-  New doctor
-  New dentist
-  New veterinarian



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Utility Information for New Buyer

Property Address:

	Utility Name	Phone
Electric Company		
Gas Company		
Telephone Company		
Cable/Satellite Provider		
Water Company		
Trash Company		
Other		
Other		
Other		

