



HAWKINS
AGENCY

Seller's Guide

*A Brief Overview of the Home Selling Process
with The Hawkins Agency*

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Thank You!

Our Clients Come First

Our clients are busy professionals who make carefully thought-out decisions and they chose to work with us because we know how to get the job done right. We provide a direct, proactive approach to buying and selling that combines unparalleled personal communication with modern technology and world-class marketing.

We listen to our clients' needs and identify what is most important to them, whether buying their first home or moving across the country for a job relocation. Our out-of-the-box thinking, networking and years of experience combine to deliver the highest quality service, knowledge and resources to every client so they get the outcome they hoped for and beyond.

The Hawkins Agency is proud to share:

- First Vice President designation received from F.C. Tucker Company, Inc.
- 95% referral-based business
- More than \$85M sold since 2015
- Consistently a top producer within the F.C. Tucker Company (a 800-agent company)
- Multi-year Top 10 in Sales Volume within the F.C. Tucker Company
- Recognized as a top agent with Indianapolis Monthly and the Indianapolis Business Journal (IBJ) since 1998
- Recognized as a member of both the President's Club and Executive Club

The Hawkins Agency Approach

With the Hawkins Agency approach, you benefit from years of experience across our entire team. We take a vested interest not only helping with the sales process, but also making certain that you have a positive experience. From the moment your home is listed until we sit down at the closing table, we want to meet and exceed expectations.

The Hawkins Agency is a firm believer that a positive attitude plus positive actions yield positive results. With cutting edge technology and an experienced, efficient support staff, the Hawkins Agency team provide their busy clients with a streamlined, stress-free experience that meets their individual needs.

Simply stated, our objective is to provide a great real estate experience with superior service. We strive to ensure you are so pleased with our service that you will gladly refer us to your closest friends,

family, colleagues and neighbors.

Full-Circle Service and Real Estate Guidance for Life

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What to Expect as a Seller

1. **Preparing Your Home** to be listed by focusing on both interior & exterior first impressions
2. **Showing Requests** are managed by the Centralized Showing Service, with your approval and preferences
3. Providing **access** to your home and reviewing **feedback** on showings
4. Experiencing vast **market exposure** with print ads, digital media and broker events
5. Accepting a buyer's **offer** to purchase your home
6. **Closing** on your home

Showing Your Home

Before We List Your Home

Preparing Your Home

Home buying decisions can begin the moment the buyer steps out of the car.

Exterior

Entrance | Provide an inviting entryway with freshly painted doors and no sign of debris.

Landscaping | Prune overgrown shrubs and trees and ensure a clear path to the front door.

Lighting | Turn on exterior and landscape lighting.

Interior

Scent | Remove all trash and pets (or keep them crated). Avoid lighting candles or spraying fragrance.

Organize | Clear clutter from the most used spaces of your home such as kitchen countertops, bathrooms and bedrooms. This will make your home look more spacious.

Valuables | Keep valuable items such as watches, jewelry, medications, computer files/flash drives, money and financial information out of sight.

Lighting | Turn on all lights in your home, including appliance and closet lights. Ensure all bulbs are working and lighting is consistent.

Personal Touch | Place a letter in plain view that is signed by you explaining some of the key features of your home. A short, but descriptive, note will allow the buyer to envision the home as their own.

Home Staging

There are many professionals in our area that can help you make the best first impression with home staging. Matching the latest trends in home design and décor, mirroring the style of your home's architecture in your décor and de-personalizing the home to appeal to a wide variety of buyers are some of the services a home-staging professional can offer. The Hawkins Agency can recommend someone to help prepare your home.

Photography

The Hawkins Agency utilizes some of the City's best photography resources to showcase your home in the best way. Often photos of your home are taken 10-14 days prior to listing and take approximately 3 hours to complete.

When? Our photographers are very flexible. We will coordinate a time that works best for you. The best photos are captured in favorable weather.

Who? The majority of our listings are photographed by Casey Cronin, a highly-regarded Indianapolis photographer.

What do you do? Prepare your home as recommended above.

Do you need to be there? As long as we have access to your home, you do not need to be present for the photography session.

Video

The Hawkins Agency utilizes unique video footage of the home to create effective marketing opportunities, especially for web-based and social media platforms, to advertise your home. Footage often includes the exterior, interior and aerial shots of the home and neighborhood. The video footage is taken prior to the listing and takes less than an hour.

Managing Showing Requests

Centralized Showing Service

All showings will be scheduled through the Centralized Showing Service (CSS). The Hawkins Agency will input your specific showing instructions into the CSS.

Before listing, you must determine how showing requests and confirmations will be set for the agents requesting to see your home. **You will select one of the three options: Appointment Only, Courtesy Call or Go and Show.**

Appointment Only | CSS will contact the Seller (you) or the Listing Agent (Sam Hawkins) to verify your home is available to preview. After you approve the showing, the agent wishing to preview your home receives confirmation from CSS. The showing will be scheduled within a specific time frame.

Courtesy Call | CSS will call to inform you that an agent has requested a showing. If you're unavailable to answer the call, they will leave a message. Either way, the agent receives approval to show the property.

Go and Show | If you decide to set your showings as Go and Show, this will allow agents to preview the property without notifying you. This is mostly used in vacant homes. Showings are still recorded in CSS.

When an agent requests to show your property, you have three options: **CSS can notify you via voice call, text or email. Or, any combination of the three.** Often, agents will run a little ahead or behind on their schedule when they are showing multiple listings. The showing times will be set in 1-hour blocks.

Sellers can approve showings by one, two or all three methods:

Text Approve | Email | Phone Call

Going out of town? When your home is set up in the CSS, you will receive an email from showings.com providing you with your username and password. This access will enable you to make changes to your account. For example, if you're going out of town you might want to update your listing type to Go and Show to allow greater flexibility for agents and may in turn increase the number of showings.

Access and Feedback

Lockbox | How Agents Access Your Home

The Hawkins Agency uses SentiLock, a lockbox which can accommodate multiple keys, key fobs and business cards. The lockbox is only accessible to Realtors.

Retrieving Keys: Once your listing has been approved, we will place a copy of your key in the lockbox. The Hawkins Agency will place the lockbox on a door specified by you.

Who Can Access My Home: For security purposes, only MIBOR REALTORS® are allowed to access this lockbox, with an approved microchip card and upon approval of the homeowner via the Centralized Showing Service (CSS).

Showing Feedback

CSS provides Sellers with complete feedback from all showings. You will receive via email from CSS comprehensive showing reports and feedback history. Additionally, the Hawkins Agency continues to follow up with agents when feedback is not submitted in a timely manner or when the feedback shared presents an opportunity to learn more about how your home is viewed by buyers.

Additionally, the www.Showings.com website provides you with your own Seller portal. Here you are able to login and view showings and feedback on your home. You will use the username and

password provided to you by CSS. This will be sent to you the day your listing is placed on the Broker Listing Cooperative (BLC).

Market Exposure

How is my Home Promoted?

Your home will be listed as soon as we have all of the necessary documentation, including:

- Listing Contract
- Seller's Disclosure Statement
- Showing Instructions
- Measurements of Rooms
- Tax Information
- Lead-based Paint Disclosure
- Homeowners Association (HOA) Information
- List of Recent Updates Completed

Client & Realtor Relationships

Networking through both client and agent relationships allows the Hawkins Agency to stay attune to the activity in the Indianapolis neighborhoods our clients are focused on. Many times, we will know of clients searching for a specific listing, and can ensure we get your newly listed home at the top of their search list. I work hard to research all avenues to provide you with the best opportunities and outcomes possible.

Broker Listing Cooperative (BLC)

Formerly the Multiple Listing Service (MLS), the BLC is a powerful database that MIBOR REALTORS® use to find properties for the buyer clients they represent. After your home has been entered in the BLC, the information is automatically conveyed across multiple listing websites including thehawkinsagency.com, realtor.com, Zillow.com, trulia.com, homes.com, talktotucker.com and more. It can take up to 48 hours for content to upload across platforms.

Events & Print Media

Broker's Open

Broker's Open events are most often scheduled within the first month of a listing. The Hawkins Agency invites the top agents in our market using custom email programs, brochures, office visits and phone calls. While these agents visit your home, it allows us to have personal time with each agent

showcasing the attributes of your home and neighborhood. It is best if the homeowners are not home during the Broker's Open. These events are often scheduled midday from 11 a.m. to 1:30 p.m.

Office Tours

Within the first month, our team will place your home on tour where agents from the F.C. Tucker Meridian North office visit five or six listed properties in an area. We are able to call when the touring agents are on their way, allowing you to leave your home for a short time. Most tours are only in the house for a very short time, less than 20 minutes.

Open Houses

F.C. Tucker Company has two time slots on Sundays for open house opportunities. The times most frequently schedule are either 12-2 p.m. or 3-5 p.m. Your schedule and timing in the market will determine what the best time is to hold your home open.

These marketing events are made available and complimentary for each of our listed properties.

Hawkins Agency in Print Media

The Hawkins Agency showcases listings in American Lifestyle, the Meridian Hills neighborhood magazine and periodically the Indianapolis Business Journal.



The Strength of the Hawkins Agency Brand



Reports | Keeping You Informed

F.C. Tucker Website Hits: This report is generated weekly. The subject will read, “TalktoTucker.com Web Activity Report Listing.” This email includes an overall activity summary, property results report, property detail reports, saved property reports, property detail mobile reports and property results mobile reports.

REALTOR® Website Hits: This report is generated weekly. This subject will read, “REALTOR® Listing Activity Report.” It will include a link to view the activity related to your listing such as how many views it received via website or mobile, and how many people marked your home as a favorite.

Trendgraphix Report: This report is generated monthly. The subject will read, “Trendgraphix Report.” It compares trends in the market and around your neighborhood for the last 15 months.

Market Snapshot from Top Producer: These reports are set based on zip code, square footage and price. You will be informed when a new home comes on the market in this area, when one is sold and the activities of comparable listings.

Accepting an Offer

Important Next Steps

Inspections

Inspections are ordered by the buyer. See next section for more details.

Payoffs

If you have an existing mortgage on your home, the title company will request for you to fill out a Mortgage Information Release (MIR) Form. This form requires your mortgage lender information, account numbers, phone number and your forwarding address. A Hawkins Agency team member will send you the form with direction on where you should forward.

Copy of Old Title Work

You might be eligible for a 25% discount off title fees if you can provide a copy of your old title work.

Utilities Transfer Set-Up

It is the Seller's responsibility to transfer all utilities to the buyer on the day of possession. The date of possession is determined during the purchase process and is a negotiable item. A Hawkins Agency team member will send you an email with instructions on who to contact.

Wiring Instructions

Before closing, you will need to set up how to receive monies. You have two choices:

1. Receive a check in the mail post-closing.
2. Fill-out wiring instructions prior to closing and the monies will be transferred to your specific account(s).

A Hawkins Agency member will send you directions on where to forward wiring instructions.

Inspections

When Do They Take Place?

Typically, 5-15 days after accepting an offer. There are often two appointments, one for the inspector and one for the radon drop-off. These will be scheduled through Centralized Showing Service (CSS).

How Long Do They Take?

Usually 3-4 hours for the primary inspection. The radon test will be dropped off and left in the lowest livable spot in the home. Instructions will be left regarding the radon test. It will then be picked up about 48 hours later.

Do you need to be there?

No, you should vacate your home during the primary inspection.

Do not Hide What Isn't Working:

If an appliance isn't working, leave a note that indicates what isn't working and how you're getting it fixed. Do not try to conceal defects.

Make Things Accessible:

Ensure the location of the attic and crawlspace are identified and easy to access.

Check the Light Bulbs:

If a light bulb isn't working, the inspector will need to determine if the fixture is inoperable. Save them time by making sure all light bulbs in the home operate, including those in the crawlspace, attic and furnace rooms.

Note Septic Systems:

If you have a septic system in the yard, be sure to leave a sketch that includes the location. It will avoid home inspectors, buyers and real estate professionals having to conduct prolonged searches for it.

Keep Appliances Clear:

Don't leave dirty laundry in the washing machine or dryer because the inspector will need to test the appliances.

Cleanliness:

Please treat the inspection as a three hour tour of your home. It is important to have your home looking its best.

Radon | Do You Need to Test?

What is it?

Radon is a cancer-causing radioactive gas. You cannot see, smell or taste radon. The Surgeon General has warned that radon is the second leading cause of lung cancer in the United States today.

The Radon Testing Process

- You can stay in the home when the radon testing device is placed
- During the test, minimize open-air, such as opening windows and doors, to prevent false readings
- The test will be picked up two to three days later

Results

If the radon level is 4 pico-curies per liter or higher, it will need to be mitigated.

Closing

Clear to Close

An overview of the closing process & procedures

About The Closing

Closing the sale is the last step in the selling process. This will occur after all the paperwork has been signed, the mortgage has been finalized with the bank or other lender and the house is made available.

What You Need to Do

Once you have a date of possession, which is determined in the purchase agreement, you should notify the utility, telephone, water, trash and other services to advise them of your final billing date. Utility companies should make final meter readings on the day of possession. Have repairs and other specifications completed according to the contract so that final inspections may take place. Copies of all receipts need to be sent to a Hawkins Agency team member.

Bring garage door openers, keys to your home and a valid ID or Driver's License with you to closing.

What the Hawkins Agency Will Do

During the offer process, we will negotiate the title company that will be used for closing. The Hawkins Agency will work closely with the buyer agent to ensure title order, coordinate closing time and retrieve a preliminary HUD statement. A HUD statement outlines all costs associated with the closing for both the buyer and the seller. You will receive a copy prior to closing.

Summary

I hope you find, through this information and our [website](#), that we provide superior service in all aspects of the listing process and want to ensure you are comfortable and well-informed in the process. We will continue to share important next steps and tasks with you as we move from listing to closing, but hope this overview is helpful to present the big picture of what lies ahead.

I look forward to the opportunity to work with you.

Sincerely,

A handwritten signature in dark ink, appearing to read "Sam Hawkins", with a stylized, flowing script.

Sam Hawkins
