

HOME BUYING & SELLING GUIDE



URBAN NEST REALTY



URBAN NEST IS A
WOMAN-OWNED AND
OPERATED LOCAL
BROKERAGE.



WE'RE LICENSED IN
OR & WA, AND READY
TO HELP YOU REACH
YOUR REAL ESTATE
GOALS.



WE ARE PNW EXPERTS
READY TO HELP YOU
GROW YOUR FUTURE
IN THIS INSPIRING
AREA.

WHO WE ARE

Urban Nest Realty is a home-grown, boutique company for clients seeking an exceptional professional and personal experience.

Started in 2011, the success of our women-owned and operated brokerage is based on our core values and the belief that relationships are the foundation of whole-hearted work. Our priority is to serve our agents, clients, and the greater Portland community.

We're a group of uniquely dynamic individuals. Our combination of experience, talent, and interests are the soul of our business. For our clients, this means bringing care and attention, as well as a range of knowledge and expertise to our work, in order to provide a stellar experience tailored to you.

HOW WE ROLL

Real estate is our work and our passion. We love Portland and we're savvy to all things home-related — from green construction to vintage homes. We offer wisdom for prepping a house to sell, or finding that perfect place to live or invest in.

We place a high value on real estate education because we believe informed agents and clients will make the best decisions. We're devoted to constantly immersing ourselves in the latest happenings of our ever-shifting market, honing our "edge," and simply being the best Realtors® we can be.



BUYING YOUR NEST



1. Meet Your Agent

Our agents are savvy, part matchmaker and part business people. We listen, we support and we care about finding you the perfect home. And we don't cost you a thing. In almost every case commissions are paid for by the seller.



2. Choose Your Nest

We'll customize your home search to your lifestyle considering budget, location, size and style.

3. Make an offer

When you've found "The One" we'll craft an offer. It typically takes 30–45 days from offer acceptance to closing.



WHAT MAKES UP AN OFFER?

- **PURCHASE PRICE:** The price you wish to pay.
- **EARNEST MONEY:** A portion of your down payment, typically 1%–2% of the purchase price.
- **DOWN PAYMENT:** A chunk of money that goes towards the purchase of a home.
- **LOAN AMOUNT:** Money borrowed from a lender to cover the balance of the purchase price after the down payment.
- **TIMELINES:** Important time periods and deadlines throughout the transaction.
- **ESCROW:** A neutral third party—aka the escrow officer—handles documents, holds earnest money, oversees signing of final documents and disburses funds.
- **TITLE:** A title company (where the escrow officer sits) conducts a search of public records on the property and issues title insurance policies.

4. Inspections + Negotiations

You'll have time (generally ten business days or less) to inspect the home, learn more about the property and potentially negotiate with the seller to make repairs before closing. You can also ask the seller for a credit, instead of a repair, so you can do the work yourself after closing. If a buyer and seller can't agree on terms, the buyer can terminate the transaction and start again.



TYPICAL TYPES OF INSPECTIONS

(COSTS ARE USUALLY PAID BY THE BUYER)

1. GENERAL INSPECTION

A licensed professional conducts a general re-view of the systems and structures of the property.

2. SEWER SCOPE

A colonoscopy of the sewer.

3. RADON TEST

To find out the level of radon gas in the house.

4. OIL TANK

A search for a buried oil tank and, if one is found, soil samples can be taken to see if the tank has leaked.



5. Homeowners Insurance

You'll need to have an insurance policy protecting your new asset/your home.



6. Appraisal

If you're paying with a loan, your lender will send an appraiser out to determine the value of your home by comparing it to other sold properties. The lender wants to make sure the home is valued at the purchase price. If you're paying cash, there is no lender and an appraisal is not required.

7. Signing

Time to sign your loan and title documents. In most cases you'll sign one to two days prior to closing.



8. Closing

The day the money is transferred from buyer to seller and the deed is recorded in your name.



9. Rent-Back

Once in a while a seller opts to stay in a home after closing for a limited period of time.

GET NESTING!



URBAN NEST

HOME BUYING & SELLING GUIDE



BUYERS

MEET YOUR AGENT



GET LOAN PRE-APPROVAL

GO HOUSE HUNTING

CHOOSE YOUR NEST



MAKE AN OFFER

SELLERS

MEET YOUR AGENT



SIZE UP YOUR HOME

SPRUCE UP YOUR HOME

MARKET YOUR HOME



REVIEW AN OFFER

Mutual
ACCEPTANCE





SELLING YOUR NEST



1. Meet Your Agent

Our agents are savvy. We know Portland and we know houses and we know how to get you the best terms and highest price.



2. Size Up Your Home

We love homes and will do a walkthrough to help us understand size, style and location. We'll prepare a detailed market analysis to help you find the right list price.

3. Spruce Up Your Home

We find that the homes that look their best sell for the best prices.



We'll make suggestions about ways to give your home a quick facelift to make it as attractive as possible to a buyer.

WHY STAGE YOUR HOME?

- Staged homes often lead to higher prices.
- Most Buyers form an opinion about a home within the first 7–10 seconds of arriving. The better the opinion, the more offers and higher prices.
- According to 2020 data from the Real Estate Staging Association (RESA), 85% of staged homes fetched offers between 5% and 23% over list price.

4. Market Your Home

We have many ways to get your home noticed.



- **RMLS:** Our Regional Multiple Listing Service is the number one site for Realtors searching for a home. Once on the RMLS, it will automatically be advertised on Redfin, Zillow, Realtor.com and other real estate websites.
- **PROFESSIONAL PHOTOGRAPHY:** The first time a buyer sees your home will probably be online. First impressions matter therefore every agent at Urban Nest provides home photos taken by a professional.
- **MAJOR DIGITAL VISIBILITY:** Your home is advertised on the Urban Nest Realty website, via virtual flyer to over 5000 local agents and on the Urban Nest Facebook and Instagram accounts.





5. Offer In Hand

A buyer will send over an offer to purchase your home. During a busy market we often see multiple offers which can result in a bidding war.



6. Deposits & Escrow

A buyer deposits earnest money (typically 1%–2% of the purchase price) after their offer is accepted. The money is deposited with the escrow officer for safekeeping during the transaction. If the buyer decides to terminate the transaction under an allowable contract term, the money will be released back to the buyer. If a buyer doesn't follow the terms of the agreement, the earnest money can be released to the seller.

ESCROW: A neutral third party—aka the escrow officer—handles documents, holds earnest money, oversees signing of final documents and disburses funds.

TITLE COMPANY: A title company (where the escrow officer sits) searches the public records on the property and issues title insurance policies.

THINGS TO KNOW

LIST PRICE: The price a seller and agent set for the home.

COMMISSION: A portion of the sale price paid by the seller at closing to compensate both the Buyer's Agent and Listing Agent.

MARKET DATE: The day your home will be listed for sale.

7. Inspection & Negotiation



A buyer has time (generally ten business days or less) to inspect the home, learn more about the property and potentially negotiate repairs or a credit with the seller. If a buyer and seller can't agree on terms, the buyer can terminate the transaction.

8. Appraisal

If the buyer is purchasing with a loan, the lender will send an appraiser out to your property to determine the value of the home based on comparing it to other sold properties. The lender wants to make sure the home is valued at the purchase price. If a buyer is paying cash, there is no lender and an appraisal is not required.

9. Signing

Sellers often sign the final documents up to a week or two before closing.

10. Rent-Back

Once in a while you may ask to stay in your home after closing for a limited period of time. Sometimes this involves a rental charge.



**IT'S OFFICIAL,
YOUR HOME HAS SOLD!**





WHAT COUNTS

COMMUNITY

We are inspired by and deeply connected to Portland. We like to get to know our neighbors, and help support good works that benefit our clients, our agents, and the greater community.

COMMITMENT

We have built a brokerage that values quality over quantity. We thrive at a just-right size with a carefully selected group of agents. We're committed to making a positive impact in Portland while maintaining our intimate style.

CREDIBILITY

The knowledge and expertise of our team sets us apart. We provide vast resources, support, and education for our agents so they can provide the best experience for their clients.

CLARITY

We strive for transparency and honesty in all we do. We promote mutual understanding from start to finish of any project or transaction.

COURAGE

Urban Nest Realty is the result of a bold vision for doing real estate differently. We hope to empower others through our work.



Listing Services - In Detail

Part I - Before You List:

- ✓ Explain the process involved in selling a home like yours in the current market - and evaluate your specific property within this current market to then provide a thorough market analysis to help suggest a listing price.
- ✓ Discuss and advise on the advantages and options to prepare your home for sale and help you prioritize and find contractors.
- ✓ Project manage contractors to make chosen fixes/updates before putting the house on the market.
- ✓ Order tax and title records on your property to make sure paperwork is complete.
- ✓ Complete listing paperwork and provide you with property disclosures to assure that you're in full compliance with current laws.
- ✓ Discuss and advise you on ways to make property accessible to buyers (ShowingTime appointments, open houses, how much notice you'll need, etc.)
- ✓ Discuss staging options and hire someone if we go that route.
- ✓ As a photographer, I offer professional photography myself or can hire someone else depending on your preference. Also discuss options like creating a 360 or video tour.
- ✓ Enter property information and visuals into RMLS (realtor database which all realtors in the area have access to, and which will feed into consumer-facing realty sites like Redfin, Zillow, etc.)



Listing Services - In Detail

Part II - Once Your Listing is Live

- ✓ Create color flyer and deliver to property with marketing book, and place directional signs leading to the property.
- ✓ Set up electronic lockbox on property to ensure maximum security.
- ✓ Hold open houses per your wishes.
- ✓ Check in with any agents who show the house to get feedback and gauge clients' interest.
- ✓ Update you on listing activity, current market & competition.
- ✓ Network with other Urban Nest Realtors to further expose the property to the market.
- ✓ Present offers for you to review and explain the the terms and conditions of each.
- ✓ Advise on negotiating and obtaining the best possible terms.
- ✓ Deliver all documents to all parties in a timely manner.
- ✓ Once offer is accepted, create a timeline for you.
- ✓ Open escrow with the title company.
- ✓ Confirm earnest money has been deposited into escrow.



Listing Services - In Detail

Part II - Once Your Listing is Live, continued:

- ✓ Inform you on inspection times so you can make sure everything is ready.
- ✓ Check in with lender on buyer's loan approval.
- ✓ Draft response to buyer's repair addendum if necessary.
- ✓ Help coordinate repairs if necessary.
- ✓ Provide appraiser with any information requested plus access to the property.
- ✓ Place Sold sticker on sign once appraisal comes through.
- ✓ Send any invoices you're paying for to the title company.
- ✓ Review settlement statement to ensure everything is correct.
- ✓ Attend signing appt with you at title company.
- ✓ Coordinate delivery of keys to buyer.
- ✓ Change status to sold in RMLS and remove lockbox and sign from property.
- ✓ Submit complete paperwork to Urban Nest for storage.

