



SELLER GUIDEBOOK

YOUR CONNECTION TO HOME

WELCOME

YOUR CONNECTION TO HOME



We're so glad you've chosen to work with us. At St.Clair Collective, our promise is to make sure all of your real estate needs are exceeded throughout each step of the homebuying process.

We understand that moving in any sort of capacity can make anyone feel somewhat anxious. You are leaving the familiar for the unfamiliar. It's financially stressful, and you may also worry about your family's adjusting to a new place.

You may have a lot of questions, and we know it can seem overwhelming. Don't worry—that's why we're here. This guidebook is created just for you. It will be a valuable resource as we go through the process together, but please know that we'll be staying in constant contact with you throughout the process.

Our focus is on your complete satisfaction every step of the way, no matter what it takes. And from here we start our journey...

Whitney St. Clair



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meet the TEAM



When you work with us, you're not just hiring a single individual to help sell your home. You're enlisting the efforts of an entire team of skilled professionals who are trained and ready to roll up their sleeves and work on your behalf. From marketing & listing preparation, to negotiations - our team has you covered.

We have built strong relationships and developed in-depth knowledge of the local market over our years in the industry, and we have the resources necessary to align our expertise towards achieving your goals.

In addition to our team agents, we enlist the services of a multi-member Transaction Management team to handle administration & all broker compliance documentation.



WHITNEY ST. CLAIR
PRINCIPAL | REALTOR®

Whitney is a seasoned agent, currently dual licensed in California and Arizona, with the #1 Brokerage nationwide COMPASS. Her power is in her extended nationwide network of 28,000+ agents across 70+ regions with COMPASS. She is currently ranked TOP 1% in Maricopa County. When not working, you can find her chasing her two boys around the Valley to keep up with their football & lacrosse games, or hosting big dinners with extended family.



NOELLE COOK
REALTOR®

Originally from Seattle, Washington, Noelle moved to Arizona in 2015 in search of sunshine. She met Whitney in 2022 while looking to buy her first property, and the client/agent relationship quickly blossomed into a friendship/work partnership. With a background in Mass Media, Noelle serves as the heart of marketing for St. Clair Collective. Outside of studying for her real estate license, Noelle can be found teaching yoga around The Valley.

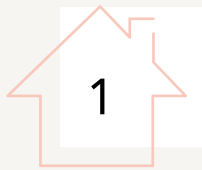
SUCCESSFUL

selling process

WE KNOW THAT SELLING YOUR HOME CAN BE STRESSFUL, AND THAT'S WHY WE'RE HERE.

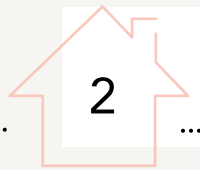
We want to help you sell your property within your ideal timeline, for the highest possible price. Using a combination of digital and traditional marketing methods, we will maximize the number of potential buyer views to your property. As your trusted advisors, we'll be there to guide you throughout the home selling process to ensure that your experience is as seamless and stress-free as possible. From listing preparations to closing day and beyond, we will work hard for you every step of the way.

WHAT TO EXPECT



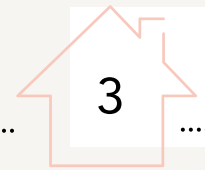
Establish a Price

- Review comparable homes
- Discuss the difference between sold price and list price
- Discuss pricing strategies



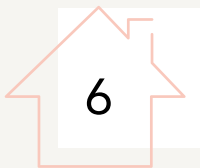
Prepare your Home

- Clean, declutter & stage
- View your home through the eyes of a buyer
- Professional photo & video



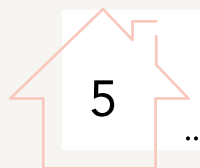
List it for Sale

- Your home will go live on the MLS
- Prepare for buyer showings
- Put away all valuables and personal documents



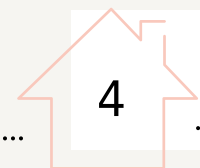
Final Details

- Buyer perform final walk-through inspection of the home
- Buyer will finalize the loan with lender
- Receive clear to close from lender



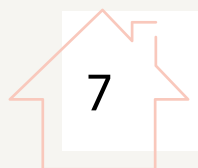
Under Contract

- Accept the best offer
- Buyer to perform requested home inspections. We will negotiate any repair requests
- Lender-required appraisal



Offers & Negotiation

- We will review all offers
- I will help you understand all the terms of the contract
- You will be able to accept, deny or counter the offers at this point



Closing

- Review closing documents
- Sign closing documents
- Hand over your keys and celebrate selling your home

multi-channel MARKETING

Our Multi-Channel Marketing Strategy is designed to create excitement and drive up demand to get the best possible price and terms. It is important to reach potential buyers, their agents, and their sphere of friends & family. We do this immediately, consistently and in multiple capacities. Collectively, we will develop a strategy that works best for your property. This can be video-centric, through print materials, or direct advertising. Our marketing collateral effectively communicates your property's story and attracts appropriate potential buyers.

The image displays a variety of marketing channels for a real estate listing. At the top left is a print/direct mail card from Whitney St. Clair, featuring photos of a kitchen and a bedroom. To its right is a video player showing a kitchen scene with a play button. Below the print card is a smartphone displaying a social media post for the same property, with a QR code to its right. At the bottom left is a computer monitor showing an e-mail listing for '393 DESERT TRAIL SCOTTSDALE, AZ' with details like '3 BED | 2.5 BATH | 3,600 SQ FT | \$2,500,000'. The text 'E-MAIL' is written below the monitor. The text 'SOCIAL MEDIA' is written below the smartphone. An arrow points from the QR code to the text 'scan here'.

PRINT & DIRECT MAIL

VIDEO

SOCIAL MEDIA

E-MAIL

scan here



Listing PREPARATION

Your home only has one chance to make a great first impression. Most buyers will make a subconscious decision within six seconds of seeing the property. Together, we can focus on identifying and making improvements that will enhance the marketability of your home and stage it to appeal to potential buyers

GETTING THE HOUSE READY

Start decluttering as soon as possible, especially if you're downsizing. Decluttering ranked as the top home improvement recommendation in a 2021 NAR® survey.

- Declutter each room
- Clear off all countertops/surfaces
- Remove personal effects & pet items
- Tidy up all bedrooms
- Remove all rugs, mats and towels
- Place a new doormat & small plant out front
- Hide countertop appliances
- Ensure all areas are freshly cleaned
- Turn off TV and hide remotes
- Place garbage bins in the garage
- Ensure landscape is freshly manicured



WHAT TO BUDGET FOR

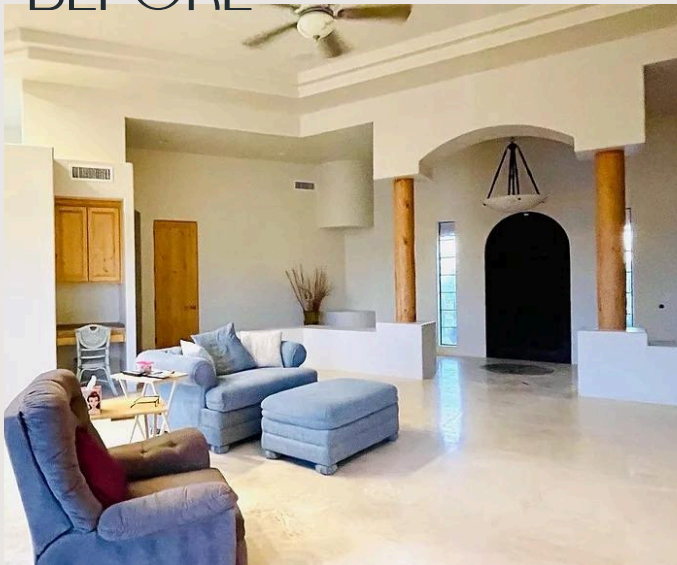
Although not all of these will apply to your property, it's a good idea to budget for these potential expenses.

- Landscaping Updates
- Painting & Cosmetic Updates
- Handyman - Miscellaneous Repairs
- Home Staging
- Deep Cleaning

the power of STAGING

Home staging provides the opportunity for potential buyers to see your home in its best light, with maximum functionality. The investment in home staging will further compliment the investments you've put into upgrades, showing off your home in a neutral and aesthetically pleasing palette. This will allow us to list at a higher price, and in turn generate a higher profit for you.

BEFORE



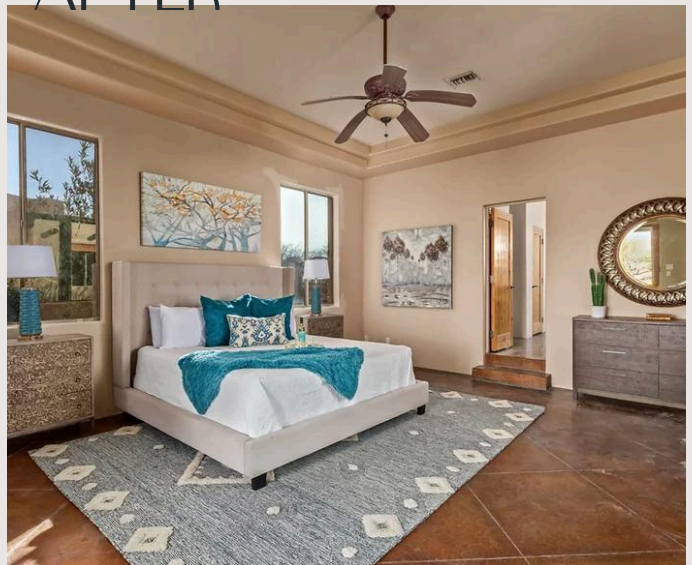
AFTER



BEFORE



AFTER



PROFESSIONAL

photo & video

In real estate, the first impression happens before a buyer even steps foot into your home. Professional, well planned photos and video are key when it comes to attracting buyers. Powerful imagery can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & videography, our goal is to tell a story. We will strategically combine these two mediums to create a sensory experience, allowing the buyer to truly envision themselves living in the home well before the first showing.

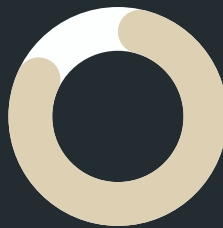


CANDID

truths



homes listed with professional photography sell 32% faster.



86% of homebuyers rely on video while shopping for homes



68% of consumers say that great photos made them want to visit the home

ONLINE DEBUT

listed to sell



It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

Did you know? The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.

WE GIVE YOUR LISTING AS MUCH VISIBILITY AS POSSIBLE

Of course, we don't forget the basics: we publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.

Last but not least, we want you to know how we promote your home beyond just the photographs. We utilize our very active, agent-exclusive nationwide network along with social media tools to ensure that your home is seen by thousands of potential buyers, on a local and national level.

open HOUSE



Open houses are essential when selling a property. Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

OFFER *presentation*

We will set an offer deadline to generate an urgency for buyers to submit. Once all offers have been collected, we will work together as a team to review them side-by-side. Collectively, we will decide on acceptance or best to counteroffer. This strategy is ideal because it allows us to compare all offers at once, ensuring we accept the strongest terms providing the confidence of a stress-free escrow.



CONTINGENCIES

period

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.

most common CONTINGENCIES

- Inspection Contingencies
- Financing Contingency
- Appraisal Contingency
- Title Contingency
- Home Sale Contingency



WHAT WE'LL NEED FROM YOU

- CLUE - Homeowners Insurance History Report
- SPDS - Disclosure of Known Material Defects about the Property
- HOA Addendum - Contact Information, Payments, and CC&R Documents

CLOSING *Day*

Whew, this is it! Closing Day is finally here.

You'll be signing a lot of paperwork today, all of it important! But don't worry, our team and trusted partners will walk you through it all.

After signing, the deed will be transferred to the buyer and the county will be notified of the change in ownership. Once the county alerts us of 'recordation' your property will officially be sold. Our team will notify you once this happens, and will arrange key delivery to the new owners.

We hope that this process was smooth and relatively pain-free! We truly appreciate working alongside you in this significant transaction, and thank you for your trust in our team.

Congratulations!



WHAT OUR CLIENTS *are saying*

"Whitney made what I thought was going to be an emotional and stressful experience, fun and exciting. She was hands on from the get go! I had to sell my mother's home, after she passed, and as you can imagine I was very emotional. Whitney wouldn't let me lift a finger. She literally took care of everything. Her energy and positivity was contagious... Empathetic, smart, witty and very professional. Within 10 days, she had the painters, landscaping, handyman repairs and staging into place. We sold it in 48 hours, over asking! I sincerely don't think I could have done this without her... I could not be happier and would highly recommend her to anyone. "

- Mary, Seller

"Working with Ciara and team was a five star, 'Four Seasons' level experience. Buying and selling a home in this fast paced environment can be very stressful. Ciara and her team calmly and professionally guided us through the process and we couldn't be happier. We would happily recommend Ciara and her team to any friend or family member."

- Dan & Danielle, Buyers & Sellers

"'HUGE' thank you to our amazing real estate agent Whitney St. Clair for getting us top price in our area through her strategic selling process & hard work! Our house has technically been on the market since January. My husband and I are both in sales & we bought our home in Colorado by owner, so I (naively) thought we would have no problem selling our house by owner. When FSBO didn't go as planned, I still thought saving money on a real estate agent was still a good strategy, so we hired an agent that charges 1% listing fee and quickly learned that YOU GET WHAT YOU PAY FOR! Whit brought her "A" game to our house. She picked up the pieces from the previous agent & RAISED the price of the listing. She had it beautifully staged and it sold in 30 days achieving the highest price per square foot in our neighborhood."

- Julie & Jason, Sellers

MOVING

checklist

- Create a Move Plan
- Choose a Moving Service
- Sort, Purge, Donate & Organize
- Start Packing
- Prepare Yourself and Your Family
- Take Care of Your Home and Car
- Make Important Updates
- Make a Plan for Moving Day
- Go Over the Trip Details
- Get the New House Ready



UTILITY WORKSHEET

CURRENT HOME

- List of all your current home utilities with account numbers and contact phone numbers, so you can schedule Turn Off when it's time.
- Important! Do not schedule Utility Turn Off until after the final buyer walk-through, even if you've already moved out
- Update your address. Utility companies need both your physical address and your forward mailing address (if they differ).
- Conduct final meter reading. Before moving out of the old residence, do a final reading of your water, gas and electric meters.

NEW HOME

- Find out service providers in your new area, check with us and/or the HOA to see if any services are included
- Schedule activation dates. It's a good idea to have your utilities turned on the day before move-in.
- Arrange for someone to be home for activation. Most utility companies require that you or someone who can sign on your behalf is present when the utility company comes to turn everything on.
- Check fixtures at new home. Check the fixtures and faucets in your home. A leaky pipe, faucet or gas line could run up the bill or put you and your family in danger.




THANK YOU
for your trust

 ST. CLAIR
COLLECTIVE
YOUR CONNECTION TO HOME

LAUNCH
POWERED BY
COMPASS



GET IN TOUCH

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