



BRITTANYPURCELL
— & ASSOCIATES —

Dear HomeOwner,

I've found over the years that homeowners make the decision to sell on their own because of 2 major reasons:

1. In an attempt to net more money when they sell.
2. A bad experience with real estate agents in the past.

Despite having the ability and skills to sell their house themselves, often they are missing out on some key legal and safety tools when they choose to sell on their own. Unfortunately, most homeowners find this out the hard way by being sued after a sale or having their safety endangered while their house is listed.

I've included some great tools and tips to support you while you sell your house yourself. My hope being that you sell your house for top dollar to the perfect buyer. However, should you begin to get frustrated in the process or decide to hire a professional, I'll be here for you.

During my career, I've sold over 200 homes. Many of which have been homeowners just like you, who started out selling on their own. The best news I can give sellers (and have on many occasions) is that the offer from the buyer I've found for them actually NETS them more money than they were even asking before they hired me. After all, it's all about the bottom line, right? :-)

If at any point you'd like more information on what my team and I do to help homeowners like you, feel free to reach out to us. Regardless, enjoy the attached package and best of luck to you selling!

Brittany Purcell
CEO, Realtor, Associate Broker





Security Tips - For Sale By Owner

- For your own safety, never set an appointment with anyone to see your home unless they have given you their name and number and you have called back to verify that number. An easy way to do this is to say, “Let me check with my husband/wife for the best time and I will call you back.” Use this method even if you are not married.
- Never let potential buyers know your schedule. Don’t ever tell them when you won’t be at home, when your spouse won’t be home, when you pick up the kids, when you work, when you will be on vacation, etc.
- Never give a caller information about your home’s security such as deadlock bolts, security systems, and so forth.
- Always have a back-up plan when you allow strangers into your home, especially if you have children. Have a neighbor look out for you until the lookers have gone.
- Never let a stranger into your home without seeing some identification. If the person says he/she is a real estate agent, ask for a card, then call his/her office to verify the information if you don’t recognize the person.
- Keep a log of everyone who has looked at your house. Get their name, telephone number, address, car description, tag number, and any additional information that could be helpful in the event of a future burglary. All of these people would be suspects.
- If you make a flyer to advertise your home, don’t include any information that might breach security.
- Remove from sight all valuables, including guns, jewelry, silverware, and collections. Recently, there was an incident in South Florida where a couple was going around with a real estate agent and stealing things from houses they visited. The couple actually stole over \$150,000 worth of valuables. We screen all potential buyers via a thorough pre-qualification process before we let anyone into a listed home.
- Never leave strangers alone, and watch their every move while they’re in your home. One of the latest scams, according to Real Estate Today magazine, involves prescription drugs. A nice-looking, clean-cut couple will make an appointment to view your house. Once inside, one of them will ask to use the bathroom and will search for prescription drugs while inside. There is a huge market for such drugs. So make certain your prescription drugs are well-hidden before anyone looks at your home.



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Litigation Checklist

Client _____ Property _____

Question	Yes	No
Are you prepared for full disclosure?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have the proper legal description of your property?	<input type="checkbox"/>	<input type="checkbox"/>
Are you familiar with Federal Fair Housing Regulations (RES Act)?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have adequate liability insurance?	<input type="checkbox"/>	<input type="checkbox"/>
Have you prepared you home to avoid accidents?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have access to appliance warranties?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a legal contract available should a qualified buyer want to purchase your home?	<input type="checkbox"/>	<input type="checkbox"/>
Are you prepared to disclose all features of the property?	<input type="checkbox"/>	<input type="checkbox"/>
Are you familiar with environmental disclosure?	<input type="checkbox"/>	<input type="checkbox"/>

Questions? Feel free to call

Brittany Purcell & Associates

706-389-0907

Brittany@BrittanySells.com

Sign In Sheet

Name	Address	Email	Phone Number	Realtor Y/N
1.				
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Brittany Purcell & Associates’ “White Pages”

Financing:

Alan Kennedy - Cornerstone Home Lending - 706-206-0476 - AKennedy@Houseloan.com

Jeff Davis - Silverton Home Loans - 706-608-4545

Kurt Blumthal - Fidelity Bank - 404-713-5892

Small Bank (for creative financing, home equity loans etc):

Chris Gilmer - Community & Southern Bank - 706.548.4002

Flooring:

Dalton Carpet One - Lauren Harrell (706) 353-0547

Moving:

The College Moving Co. (706) 543-5252

Windows/Doors:

Athens Window & Door (706) 224-5785

Painting:

Devin Berry - Berry Coating Inc - 706-224-5529

Home Inspections:

Protech 770-277-5655

BrickKicker (706) 353-2172

HomePro 770-725-9245

Insurance:

Mack McClung - Allstate Insurance - 770-725-1670

Lindsay Cook with Matrix Insurance Services 706-310-0000

Mold, fire, water, smoke restoration:

Rainbow International Restorations - 770-725-1088

Servpro of Athens 706-546-3366





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Continued...

Contractor/Handyman:

ETL Construction 706-247-0830

Handyman

Mike Faulkner 678-858-7093**

RepairCrafters 706-310-0396*

Rick Digby 706-296-7302

Electrical:

Scott Branch - Branch Electric - 706-769-5794

Plumbing:

Leco Mechanical (706) 769-7063

Roofing:

Barth Jackson - Athens Roofing - 706-338-0472

Landscaping:

Drew Bowen - Southern Traditions Landscaping - 770-853-0958

Pool Service:

ASP Pools & Spas 706-369-7800

Clean Out & Hauling:

Junk South (855) 747-5865

Heating and Cooling:

Scott McElhannon - Complete Comfort Services Inc 706-224-4362

Leco Mechanical (706) 769-7063

Drywall Installation/Repair:

Wesley's Drywall (770) 725-5666





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Continued...

Locksmith:

Jerry's Lock & Key (706) 543-1998

Pest Control

Trademark Pest Control (770) 614-6534*

American Pest Control (706) 546-1490*

Septic/Plumbing

Athens Professional Septic & Drain Services 706-207-3739

Wayne Lewis 706-354-7945

Advanced Plumbing 706-613-9325

Carpet Cleaning/Upholstery Cleaning:

Ryan McDonald - CitruSolution of Athens - 706-207-5433

Tree Removal :

Stan Brown - Top's Tree Service - 706-769-6365





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47 Easy Ways to Make Your House Sell Faster

Suggestions and ideas to improve your home's appearance and help you prepare to sell it faster.

Throughout the House

1. Open the draperies, pull up the shades or better yet, flatten them, and let the most sunlight in that you can.
2. Create a positive mood. Turn on all lights, day or night, and install higher wattage light bulbs to show off your home brightly.
3. Remove clutter from each room to visually enlarge the room.
4. If you have a fireplace, highlight it in your decorating.
5. Keep your home dusted and vacuumed at all times.
6. Replace the carpet if it does not clean up well.
7. Air out your home for one-half hour before showings, weather permitting.
8. Have a family “game plan” to get the home in order quickly if necessary,
9. Lightly spray the house with air freshener so that it has a chance to diffuse before the buyer arrives.
10. Put family photos in storage.
11. Improve traffic flow through every room by removing unnecessary furniture.
12. Create the feeling of a spacious entry area using decorative accents and removing unnecessary furniture.
13. Putty over and paint any nail holes or other mishaps in the walls.
14. Paint all interior walls a neutral color to brighten the home and make it look bigger.
15. Repair or replace any loose or damaged wallpaper.
16. Clean all light bulbs and light fixtures to brighten the home.
17. Wash all windows inside and out.
18. Use plants in transitional areas of your home.
19. Make the most of your attics potential.
20. Remove and/or hide excess extension cords and exposed wires.
21. Open doors to areas you want potential buyers to see such as walk-in closets, pantries, attics, etc.
22. Remove all smoke and pet odors.
23. Repair or replace banister and handrails.





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47 Ways to Help Your House Sell Faster Continued....

In the Kitchen

1. Microwave a small dish of vanilla twenty minutes before a showing and place it in an out-of-the-way place.
2. Highlight an eat-in area in your kitchen with a table set for dinner.
3. The kitchen and bathrooms should always be spotlessly clean.
4. Expand your counter space by removing small appliances and de-clutter.

In the Bedrooms

1. Create a master suite effect in your decorating.
2. Depersonalize bedrooms and decorate in a neutral scheme.
3. Make sure that the beds are made and the linens are clean.
4. Organize your closets, remove unnecessary items and put them in storage.

In the Bathrooms

1. Do not leave towels around and wipe down the sinks and shower areas after each use.
2. Re-caulk the tub if the caulk is not sparkling white.
3. Repair or replace broken tiles in the shower/tub.
4. Replace shower curtains and keep them clean.
5. Put out fresh towels and decorative soaps.

Outside

1. Keep the yard mowed and raked at all times.
2. Use flowering plants to dress up the yard, walkway, and patio.
3. Remove all toys, bicycles, tools, unsightly patio furniture, and trash from the yard.
4. Porches, steps, verandas, balconies, patios, and other extensions of the house should be kept uncluttered, swept, and in good condition.
5. Paint all entrance doors.
6. Make sure the garage door opens easily. Fix and paint the garage door if necessary.
7. Clean and shine all hardware and accessories indoors and out (door knobs, knockers, lamps, mail box, address numbers, etc.)
8. Trees and shrubs should be trimmed and pruned.





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9. Use a new doormat.
10. Be sure the front doorbell is in good working order.
11. Be sure the front door and screen door works perfectly.

