

SELLERS

ELYSIAN HOMES
BY MARK SIWIEC AND ASSOCIATES

MEET YOUR AGENT

Rebecca Charpinsky

With over 25 years of experience, Rebecca “Becky” Charpinsky brings passion, expertise, and an unwavering commitment to her clients’ success. Whether helping buyers find their dream home or guiding sellers through a seamless transaction, Becky’s superior negotiation skills, honesty, and dedication ensure exceptional results. She prides herself on understanding each client’s unique needs and exceeding their expectations every step of the way.

From the first consultation to closing, Becky provides constant feedback and follow-through, ensuring a smooth and rewarding experience. Her clients’ dreams and goals become her own, and she approaches every transaction with integrity, loyalty, and outstanding service.



WHY SELL WITH ELYSIAN HOMES?

Our Support Team

At Elysian Homes, our dedicated administrative team works behind the scenes to support our agents, ensuring a smooth and stress-free experience for Sellers.

From scheduling showings and managing paperwork to coordinating transactions and keeping everything on track, we handle the details so your agent can focus on getting you top dollar for your home. Our goal is to make the home-selling process as seamless and enjoyable as possible, providing the support you need every step of the way.



MY COMMITMENT TO YOU

Undivided Loyalty

To act in your best interest at all times.

Reasonable Care

To use all of our skills to the best of our ability on your behalf.

Obedience

To obey any lawful requests from you.

Confidentiality

To keep any information you give us confidential.

Full Disclosure

To disclose to you any information that we know that may help you.

Accountability

To account for any funds trusted with us (escrow deposits).

THE HOME SELLING PROCESS



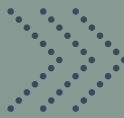
PRE-LISTING PREPARATION

- 1 Schedule a tour of your home with your agent.
- 2 Discuss any potential repairs, upgrades or staging to be completed before listing your home.
- 3 Establish an asking price based on the current market and comparable property listings.
- 4 Prepare your home to be photographed and put on the market.

PRICING YOUR HOME TO SELL

The right listing price is key to selling your home quickly and for top dollar. Here's how to price your home right:

-  Comparative Market Analysis (CMA): We analyze similar sold homes in your area.
-  Current Market Trends: Rochester's real estate market fluctuates, and we stay ahead of trends.
-  Condition & Upgrades: A well-maintained home may command a higher price.



Pricing strategy is crucial in the home selling process, and can mean the difference between selling right away or sitting on the market for months.

It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value. Contact us for a no-obligation, free home valuation!

HOME PREPARATION CHECKLIST



Declutter & Deep Clean: Make every room look spacious and inviting.



Neutralize & Refresh: A fresh coat of paint in neutral tones can make a big difference.



Maximize Curb Appeal: Trim landscaping, clean the entryway, and power wash the driveway.



Complete Minor Repairs: Fix leaks, squeaky doors, and any visible damage.

Elysian Tip: We offer professional staging consultations to showcase your home's best features!

OUR MARKETING STRATEGY



Our Elysian Homes Marketing Plan ensures maximum exposure to the right buyers.

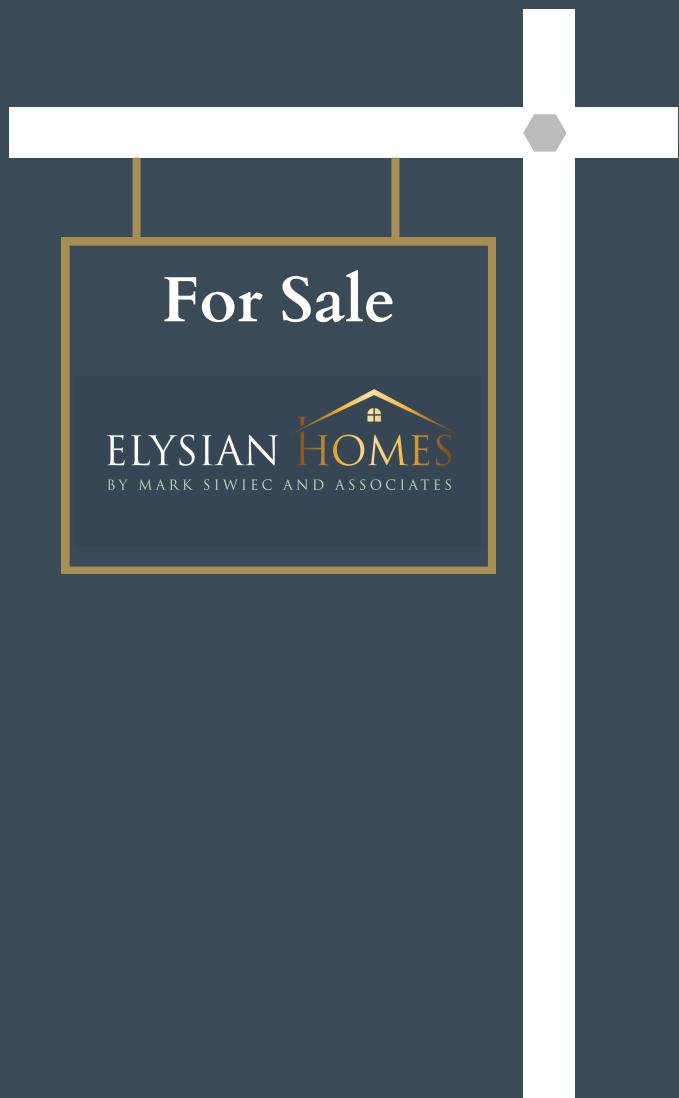
- **Professional Photography & Videography** – high-quality visuals attract more buyers.
- **Social Media & Digital Ads** – targeted ads on Facebook, Instagram, and Google.
- **MLS & Real Estate Websites** – your listing reaches Zillow, Realtor.com, and more.
- **Email Campaigns & Agent Networking** – We connect with motivated buyers and place a high value on agent rapport.
- **Open Houses & Virtual Tours** – Showcase your home to a broad audience.

Elysian Tip: Homes with professional photos sell 32% faster and for more money!

SHOWING YOUR PROPERTY

The more buyers see your home, the better your chances of multiple offers. Here are some tips when showing your home to potential buyers:

- **Be Flexible with Showings** - the easier it is to view your home, the faster it will sell.
- **Stage Each Room** - make it feel warm, inviting, and spacious.
- **Leave During Showings** - buyers feel more comfortable exploring without the seller present.
- **Create a Welcoming Atmosphere** - soft music, fresh flowers, and a clean scent can enhance appeal.



Elysian Tip: We provide a customized showing schedule to fit your needs!

OFFERS & NEGOTIATIONS

Accepting the highest price offer seems like a logical choice, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you.

Cash Offer

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

Closing Date

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

Closing Costs

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

Contingency Clauses

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

UNDER CONTRACT

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.

Inspection

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

Possible Repair Requests

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

Appraisal

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

Final Walk Through

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

COMMONLY USED TERMS



Escalation Clause

Allows us to offer a certain amount over the highest offer, up to your max amount. For example, we are willing to pay \$5,000 over the best offer up to \$280,000.

Delayed Negotiations

When a seller delays entertaining purchase offers. Many sellers will list their house on a Wednesday or Thursday and have offers due on a Monday or Tuesday. If a house goes past delayed negotiations (does not receive offers), it is very important to act quickly as the house will likely be sold soon after that.

Appraisal Gap

If the appraiser determines the value of the house is less than the agreed upon purchase price. Some sellers will ask for appraisal gap coverage when submitting the offer to ensure that if the appraised value comes in low, the buyer will cover the difference. (Think of this as a larger down payment)

Cash Guarantee

A type of program that many lenders offer to help buyers compete in this market. It could mean that the lender is guaranteeing the sale of the house and willing to front the cash for the sale if the buyer cannot get a mortgage. Lender programs vary so it's important to understand the requirements for each lender.

OUR 2024 STATS

\$97M in Sales

Our brokerage was responsible for nearly \$97,000,000 worth of residential real estate sales

81% Referral Rate

Over 81% of our business is referred by friends, family, and previous clients.

235 Families Helped

Our agents were responsible for helping secure or sell homes for 235 families.



REWARDS PROGRAM

In honor of your referrals; call, text or email me with the name of someone who could use my help, and we'll send you a small gift!

We also host VIP events for people who refer us business!



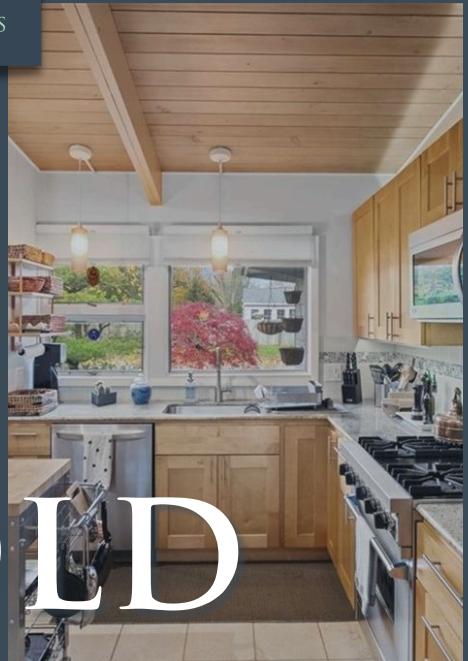
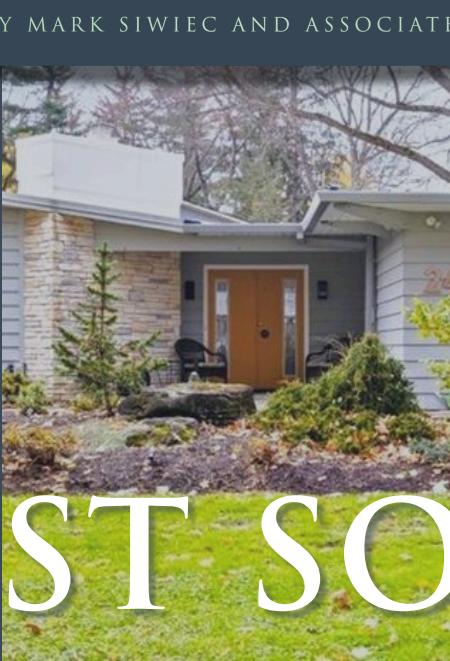
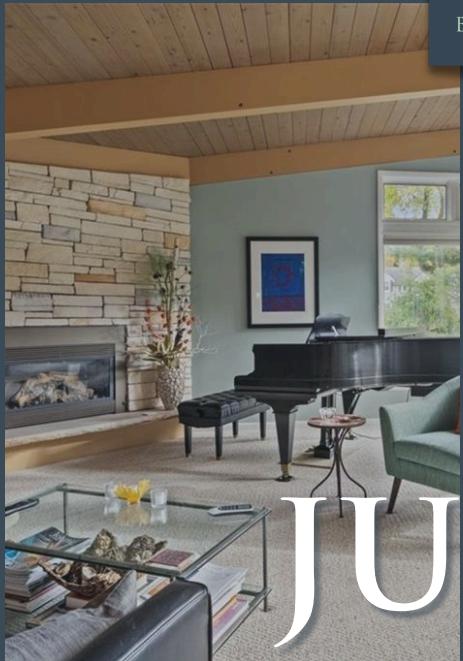
READY TO SELL? LET'S GET IN TOUCH!

Becky Schoenig

Call/Text: 585-278-8322

Email:

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JUST SOLD



BY MARK SIWIEC AND ASSOCIATES