



If you are ready to sell your home or property in Alaska, I am here to help. With my experience and an in-depth knowledge of the Alaska real estate market, I am confident in my ability to help you achieve your goals. Let's work together to turn your real estate ownership dreams into a reality.

Contact me today and let's get started!

Anthony

Client Reviews

Henry Kakaruk

6 reviews

★★★★★ a week ago **NEW**

Anthony is a go getter. He will think out of the box and work hard to get your home sold for the highest price you are asking. Leave all the heavy lifting to him and trust you will have the result you need to sell your home and move on to your next chapter in your lives.

There are many realtors looking for your business and he is one who truly gets the results though being there, doing the work, meeting potential buyers and making the sale; all while handling the negotiations in the process.

If your looking to hire a realtor choose Anthony! He was a pillar in our process. He marketed our house, had open houses and he went out of his way to reach those out of state and area buyers, to make that offer. Anthony continued to work hard as we moved out of state keeping the process moving and keeping us informed till closing and the end result is a friend you can reach out to in future.

Henry and Jimyung



*It was invaluable to us to have someone willing and available to help us on such short notice. Over the past several months, as we searched for a home, Anthony went the extra mile even after putting in some very long days. Thank you for bending over backwards to help us in our search. We are definitely grateful for your kindness and optimism when we were discouraged. Thank you, Anthony, for all you've done for us.
Teresamarie & Jonny*

Anthony Cernadas, REALTOR

My907Realtor.com

907-764-1674

Anthony@my907realtor.com

REAL
Real Broker, LLC
Licensed Real Estate Broker



SELLER'S GUIDE



What to expect when selling your home.

my907Realtor.com



Did you know that home prices in Alaska were up 3.6% year-over-year in June 2023? That means your residential property is likely worth more today than it was a year ago.

If you want to sell your home, here are 10 important things to know that will help you understand the process and how I can help your listing go from FOR SALE to SOLD seamlessly and quickly.

STEP 1: Comparative Market Analysis (CMA)

Once you have decided to sell your home, the first step—which is also the most important—is to determine the true value of your property. This can be accomplished by choosing a Realtor® who can create a comprehensive Comparative Market Analysis (CMA) that shows you what your home might sell for in the current marketplace.

I will show you the comparable properties that have similar features like size and layout, year of construction, unique features, and neighborhoods. This MLA report will include comparable properties that have recently sold, are under contract, and are still for sale.

The CMA will be presented to you in an initial consultation where you will apprise of current market trends, and other important factors to take into consideration as you decide the asking price for your property.

STEP 2: Multiple Listing Service (MLS)

I will enter your property into the Multiple Listing Database (MLS), an industry organization that offers services to real estate brokers that establish connections and disseminate information about properties that are on the market.

Because of the broad exposure your property will receive once it is listed in the MLS database, the MLS is a vital part of our real estate marketing plan, and will also feed your listing to many other websites, like Zillow, Homes.com, Realtor.com, and Trulia, alongside local realtor websites, to give your listing maximum exposure.

STEP 3: The Net Sheet

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My CMA for your property will show you the comparable properties that have similar features including size and layout, year of construction, unique features, and neighborhoods. This MLA report will include comparable properties that have recently sold, are under contract, and are still for sale.

The CMA will be presented to you in an initial consultation where you will apprise of current market trends, and other important factors to take into consideration as you decide the asking price for your property.

STEP 4: Marketing Plan

Although the MLS is a major source of exposure for your listing, there are multiple measures I take to make sure the perfect buyers find their way to your door. Here's a list of some of the methods I'll be using to promote the sale or your property:

- Signage in front of the property
- Publicized Open Houses
- Social Media
- Broker & Buyer Open House
- Professional photography, virtual tour
- Professional Flyers
- Professional Staging (optional at seller's expense)
- MLS and MLS feed to other real estate websites
- Promotion to my Realtor® network

STEP 5: Photography

Professional photographs of your home and property are critical to marketing, and there are multiple options that will best represent your listing online. Whether we opt for virtual video tours, aerial drone photos or a comprehensive gallery, it will be important to schedule the photography session at a time of day where the best light is captured. I will work with the photographer to get optimum results and showcase your home at its very best.

The checklist below will be helpful in preparing your property for the photo shoot.

PREPARING YOUR HOME FOR PUBLIC VIEW

- Clean everything, or consider hiring professional cleaners before the photo session
- Declutter and organize rooms to look spacious
- Remove personal items throughout
- Remove unnecessary furniture and nicknacks
- Remove dishes from sink/dishwasher
- Organize closets and pantry
- Close toilet lids and hampers
- Remove/hide litter boxes and pet pads
- Remove trash
- Identify and make repairs
- Paint or touch-up where needed, including nail holes in walls
- Open shades/curtains/blinds to let in light
- Groom the yard, store yard equipment
- Clear the driveway
- Hire a staging company to set up your home to its best advantage, if needed.

**As your Realtor®, I will be happy to walk through the property with you and make suggestions for other items that should be addressed*

STEP 6: Home Staging

The better your property looks, the more likely it is to sell quickly. Home staging is one way to make your listing stand out and attract more interest, and possibly sell for a higher price.

Staging services will depersonalize the home to expand appeal and allow prospective buyers to visualize themselves and their own belonging in the space. If this option is of interest, I will be happy to discuss the options and provide a list of reputable and reliable staging services from which to choose.

STEP 7: Coming Soon

While you are preparing to sell, a "Coming Soon" status can be listed on the MLS, potentially attracting interested buyers who will be waiting for your property to be ready to show.

This option is available up to 14 days prior to the listing going live, thereby maximizing exposure and giving my colleagues the opportunity to schedule showings for their clients. It is not unheard of to have someone waiting to make an offer as soon as the listing goes live.

STEP 7: Showings & Feedback

Once everything is ready, prior to 'going live,' we will set up the schedule for showing your home to potential buyers and their Realtors®. We will customize the availability for showings according to your schedule and preferences, and also post when viewing is not available.

While it is always good to have some flexibility when we receive a request to see the property, I am also sensitive to your needs as the seller, and will work hard to arrange things to everyone's satisfaction.

I will also solicit feedback from every potential buyer and their Realtor® whenever possible, to better inform you of how the home is showing. Feedback can often be very helpful.

STEP 15: Closing

In Alaska, the closing and recording of the sale takes place over two business days. On the first day, the buyer and seller meet with a Title Officer to sign the paperwork. The transaction is recorded and the seller will receive payment on the following business day.

STEP 16: Recording

The day following the closing the lender will release the funds to the seller, the title will transfer to the buyer's name.