

HOME SELLERS GUIDE  
LET'S GET YOUR HOME  
**SOLD**



# THE PROCESS AT A GLANCE



**MEET WITH YOUR REAL ESTATE PROFESSIONAL**



**ESTABLISH A PRICE**



**PREPARE YOUR HOME FOR THE MARKET**



**LIST HOME FOR SALE**



**OFFERS AND NEGOTIATIONS**



**GO UNDER CONTRACT**



**FINAL DETAILS**



**CLOSING**

# THE FORMULA FOR A SUCCESSFUL HOME SALE



## 1. MARKET PREPARATION



## 2. STRATEGIC PRICING



## 3. RELENTLESS MARKETING





# MARKET PREPARATION

It is so important to make a great first impression once a buyer enters the home for the first time. When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property. Most buyers will want a move-in ready property that feels like new. A long list of chores and repairs right when they move in will not be appealing and can be daunting to a potential buyer. If needed, we contract professional cleaners and stagers to showcase your home in the best possible way.

*“Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds.”*

**- BARBARA CORCORAN**

## **EASY, LOW COST REPAIRS WITH HIGH RETURN**

### **1. REPAINT AND CLEAN WALLS**

- Using light shades of blue or gray have been shown to be more appealing to potential buyers
- In the kitchen paint baseboards, kitchen cabinets, trim, molding

### **2. LANDSCAPE**

- Add some color with flowers and shrubs
- Keep the lawn mowed and remove weeds

### **3. UPGRADE LIGHTING**

- Swap out old light bulbs with new brighter bulbs
- Add more lamps and accent lighting to brighten up darker rooms

### **4. DEPERSONALIZE**

- Remove any religious decor, photographs and decor that may not be neutral or appeal to everyone

### **5. REPLACE OLD APPLIANCES**

### **6. CONSIDER RENEWING FLOOR FINISHES AND REPLACING OLD CARPETS**

- Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return

# MARKET PREPARATION

## SHOULD YOU STAGE YOUR HOME?

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.



**83%**

OF REAL ESTATE AGENTS SAID STAGING MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

**43%**

OF BUYERS' AGENTS SAID THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

\*Statistics from the National Association of Realtors® Research Group, 2019

## PROS

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in shorter time

## CONS

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

# RELENTLESS MARKETING

## STRONG ONLINE PRESENCE

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

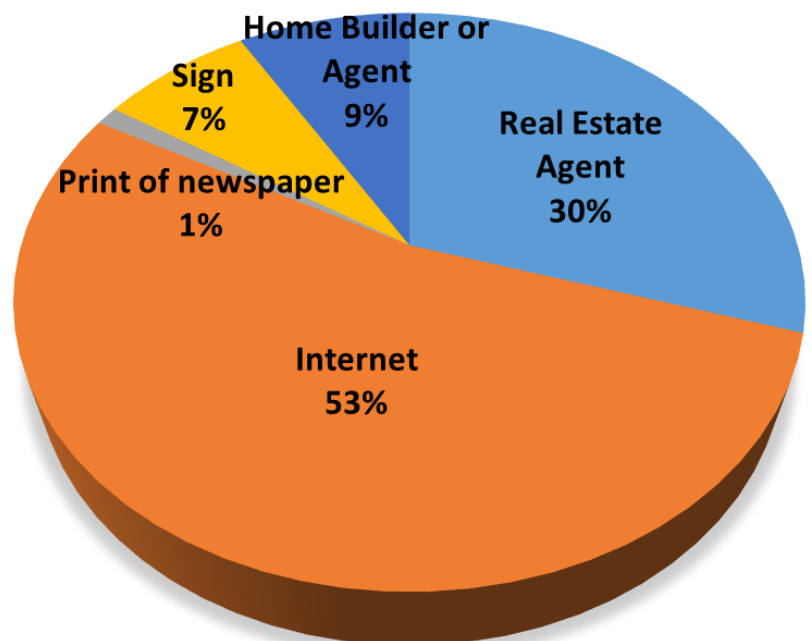
The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price, the way it is inputted and the way it is displayed in the MLS.

### I OFFER THESE UNIQUE TOOLS FOR MARKETING:

- DISPLAYED ON BROKERAGE WEBSITE
- DISPLAYED ON MY WEBSITE
- PAID ADVERTISING ON SOCIAL MEDIA TARGETING ACTIVE HOME BUYERS.
- INSTANT EXPOSURE TO A LARGE DATABASE OF PAST CLIENTS AND ACTIVE HOME BUYERS
- COMING SOON CAMPAIGNS
- VIRTUAL TOUR
- MARKETING TO AUDIENCE ACROSS SOCIAL MEDIA PLATFORMS
- FACEBOOK MARKETPLACE
- CRAIGSLIST
- FLYERS
- POSTCARDS
- PROFESSIONAL PHOTOGRAPHY (PLUS 3d walkthrough)
- PROFESSIONAL VIDEOGRAPHY
- OPEN HOUSES

### HOME BUYERS ARE SHOPPING ONLINE

*The pie chart below shows where buyers find the home they purchased in 2019*

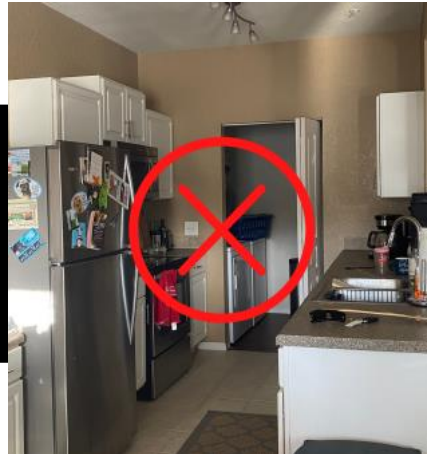


*Source: 2019 NAR Home Buyer and Seller Generational Trends*

# RELENTLESS MARKETING

93% of home buyers use the internet  
**54% of them first find the home they buy online**

Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.



## PHOTOGRAPHY

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home. Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Below are samples of photos from my previous listings.



# STRATEGIC PRICING

It's important to thoroughly evaluate the market to determine the market value of your home. Properties that are priced right from the beginning typically sell for more in the end. If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown. Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

## WHAT DETERMINES THE PRICE OF A HOME?

- Recent Comparable Sales
- Market Conditions
- Exposure
- Property Features
- Terms you offer

## WHAT DOES NOT DETERMINE THE PRICE OF A HOME?

- What you paid for it
- Investments made in the property
- What you want to profit from the sale





# HOME STAGING CHECKLIST

## CREATE A GAME PLAN

- Walk through your home, room by room as if you are a buyer and take notes on what needs to be done.
- Consider having a home inspector come and see if anything needs to be repaired.
- Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!).

## GO "MARIE KONDO" ON THE PLACE

- Thoroughly clean the entire home, or hire a professional cleaning company to do this
- Steam clean carpets, if stained consider replacing carpet
- Repair all cracks and holes in walls
- Paint all interior walls a neutral color
- Remove any excess furniture Organize closets and remove any clothes not in season to show off the space in closets
- De-clutter: stow away any small appliances, knick knacks, personal items, etc. Remember, less is more!
- Remove valuable items from home like cash or jewelry

## KITCHEN AND BATHROOMS

- Mop and polish floors.
- Clean appliances and fixtures.
- Clean and organize pantry, throw out any old items and show off the storage space.
- Replace old caulking.
- Remove all stains from sinks, toilets, showers/tubs.
- Keep all toilet seat lids closed Stow away your personal soaps, hygiene products, medications, etc.

## CURB APPEAL

- Paint the home's exterior, trim, doors, and shutters.
- Power wash.
- Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants.
- Inspect the roof.
- Sweep the entryways.
- Keep lawn mowed and maintained.
- Clean up pet droppings.
- Clean the gutters and downspouts.

## FINISHING TOUCHES

- Open windows, let fresh air in and light a scented candle.
- Turn all of the lights, open the blinds.



# MY VENDOR LIST

**THESE ARE THE PROFESSIONALS I RECOMMEND TO MY CLIENTS  
WHEN SELLING THEIR HOME. FEEL FREE TO USE THEM AS A  
RESOURCE.**

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# THANKYOU!

*Thank you for trusting us with the sale of your property. We am honored to represent you and guide you through the process. Our goal is to ensure that you are comfortable every step of the way. Please don't hesitate to call, text or email with any questions or concerns.*

**Broker / Owner**

**CALL 903.500.9268**



**USTIN**

**MOORE & CO**

**— REAL ESTATE —**

