

Home Seller's Guide



Congratulations! Selling your home can be an exciting time as you are getting ready to make a change in your life. That is why the process of selling your home needs to be handled in a professional and high-quality manner.

While it is a complicated process, there is no need to worry. With the help of a licensed Real Estate Agent, like myself, you will be able to go through the home selling process with ease.

This guide was made to give you an understanding of the process and what you can expect when selling your home. Any other questions you may have, give me a call at (713) 382-8394 and ask me anytime! I'd be more than happy to help. I am here to assist you at each step when selling your home.





Selling Your Home

1 Prepare Your Home

A huge mistake most sellers make is that they do not get their home ready for the real estate market. Your home needs to be show-ready before listing. First impressions are everything, and that applies to homes as well. Preparing your home takes away wasted time on the market and could save you, the seller, thousands of dollars. For Example:

- Fresh paint
- Professionally cleaning home
- Replacing outdate fixtures or hardware throughout the house
- Doing some gardening in order to better curb appeal

Anything that can help your home look spectacular for the market. Another advice is to perform an inspection on the house before listing to prevent any unexpected that could come up after the buyers perform their inspection.

Pre-Listing 2

After prepping your home, it is time to meet! I sit down with you, the seller, and we discuss how to go about listing your property. Explaining any documents and clarifying any questions you may have. I also will provide a Competitive Market Analysis so you can see how your house will compete in the market. We will discuss the importance of pricing correctly, how open houses are handles, and how we will market your property so you can get the best price!



3 Understand The Market

Understand if you are in a seller's market, buyer's market, or a balanced market. Also, learn what homes are selling for, what is the difference between the average list price and sale price in your area. Knowing all this information will help in pricing your home correctly and getting it sold at the best price. The biggest killer to home sale price is overpricing a home, so this step is crucial.



4 Need a New Place?

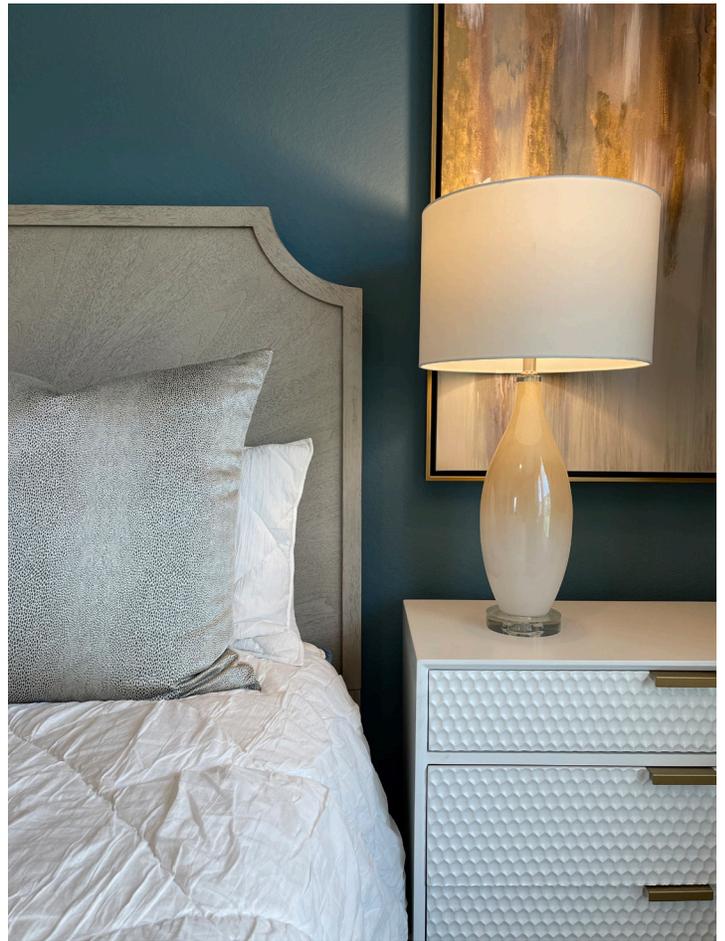
Will you be moving within the city or another city? Will you be upgrading or downgrading? Will you be building a new home or buying a home that is already built and is a little older than what brand new would be? We will answer all these questions and more to find your next home at ease. Please refer to the Buyer's Guide to get complete information on how the buying process works!



Pictures & Video 5

I will collect professionally taken pictures, videos, and other content used to market your house. We will be marketing on online real estate websites like Zillow and Homes.com, to other brokerages, and on social media. I connect with brokers so they can present your house to their buyers. Sotheby's is one of the leading worldwide brokerages. Your property will get marketed and seen in some of the biggest markets in the world.





6 Find Your Next Home

I will also work with you in helping you transition from this home to a new one. Please refer to the Buyer's Guide to get complete information on how the buying process works!

Receive & Negotiate Offers 7

Once your home is on the market and a buyer is interested, he or she will submit an offer on your home. All offers will be submitted through their agents and delivered to your agent. While the offer may differ from your asking price, you have the freedom to reject, accept, or counter that offer. Consult with your agent and understand the provisions and conditions of your contract. After you are satisfied with the offer presented it is time to head towards closing. In the mean time the buyer will most likely be performing inspections and working with their lender to secure financing.

8 Close & Celebrate!

Closing day is here and you should be excited! I am here to make sure you have a smooth closing and there is no confusion in the process itself.

