

GET READY TO SELL!

*We're here to guide you
through the process,
Every step of the way.*

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 market value of your home is based on a combination of factors including:

- ✓ The Current Market
- ✓ Comparable Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements



Pricing strategy plays a key role 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.

FAIR MARKET VALUE

A home that is priced at a fair market value will attract more buyers, and is more likely to get multiple offers and sell faster.





7 EASY CURB APPEAL TIPS THAT WILL MAKE BUYERS FALL IN LOVE

1 FRESH COAT OF PAINT ON THE FRONT DOOR

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

2 ADD FLOWERS TO THE FRONT PORCH

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

3 PRESSURE WASH THE DRIVEWAY

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

4 UPDATE EXTERIOR LIGHT FIXTURES

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

5 KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

6 ADD OR REPLACE HOUSE NUMBERS

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

7 ADD A WELCOME MAT

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

PHOTOS & SHOWINGS PREP

In today's market, professional photographs are a requirement for every successful listing. We've put together a checklist to help get your home photo-ready, as well as preparing to show to potential buyers.



PHOTOS & SHOWINGS CHECKLIST

THINGS YOU CAN DO AHEAD OF TIME

INSIDE

- Clear off all flat surfaces - less is more. Put away papers and misc. items.
- Depersonalize: take down family photos and put away personal items.
- Clear off the refrigerator: remove all magnets, photos and papers.
- Replace burnt out light bulbs and dust all light fixtures.
- Deep clean the entire house.
- Touch up paint on walls, trim and doors.

OUTSIDE

- Increase curb appeal: remove all yard clutter and plant colorful flowers.
- Trim bushes and clean up flower beds.
- Pressure wash walkways and driveway.
- Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

KITCHEN

- Clear off countertops, removing as many items as possible.
- Put away dishes, place sponges and cleaning items underneath the sink.
- Hang dish towels neatly and remove rugs, potholders, trivets, etc.

BATHROOMS

- Remove personal items from counters, showers and tub areas.
- Move cleaning items, plungers and trash cans out of sight.
- Close toilet lids, remove rugs and hang towels neatly.

IN GENERAL

- House should be very clean and looking it's best.
- Lawn should be freshly mowed and edged.
- Move pet dishes, toys and kennels out of sight.
- Make beds, put away clothing, toys and valuables.
- Turn on all lights and turn off ceiling fans.

PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

HIT THE STAGE

Home Staging Tips

STAGED HOMES SPEND
73% LESS TIME ON THE
MARKET THAN WHEN
LEFT UNSTAGED

FIRST IMPRESSIONS...

You want buyers to start their tour on a high note by cleaning or replacing hardware, restaining the door, ensuring your doorbell works, and keeping your porch spick and span.

WINE AND DINE...

Dining rooms are made for one thing, really: dining. Whether it's a formal space or a breakfast area, a dining room should reflect what it's intended for. This means having a proper table and chairs with zero clutter. It's a great idea to set up napkins, cutlery, and plates, too

THE GREAT OUTDOORS...

Outdoor areas are important features that should not be overlooked. This includes front and backyards. Pressure wash mildew on driveways, fences, patios, and the exterior of the home. Make sure greenery, outdoor furniture, and pools are well-maintained so buyers can clearly see the home. Add fresh mulch and flowers for a welcoming appearance...

NO TIME OUT...

Kids' rooms get messy. That's a given. But it's important that toys and games are stowed away, and beds must be made if possible, try to make the room feel gender-neutral.

WHAT'S COOKIN', GOOD LOOKIN'?

The kitchen is one of the most important rooms in your home. Be sure to have it squeaky clean without appliances cluttering the countertops. We spend a lot of our time in the kitchen. Buyers want to visualize themselves making memories in this space.

SLEEP TIGHT...

The best bedrooms are serene and soothing. You're sleeping there, after all. Use soft, neutral colors with clean, simple bedding and minimal furniture to achieve that feeling

LIVE IT UP...

Families spend most of their time in the living room. Neutral, cozy furniture is a must in this space. You want the room to feel welcoming and warm. Keep clutter at bay and make sure all decor is depersonalized for maximum effect.

RUB-A-DUB DUB...

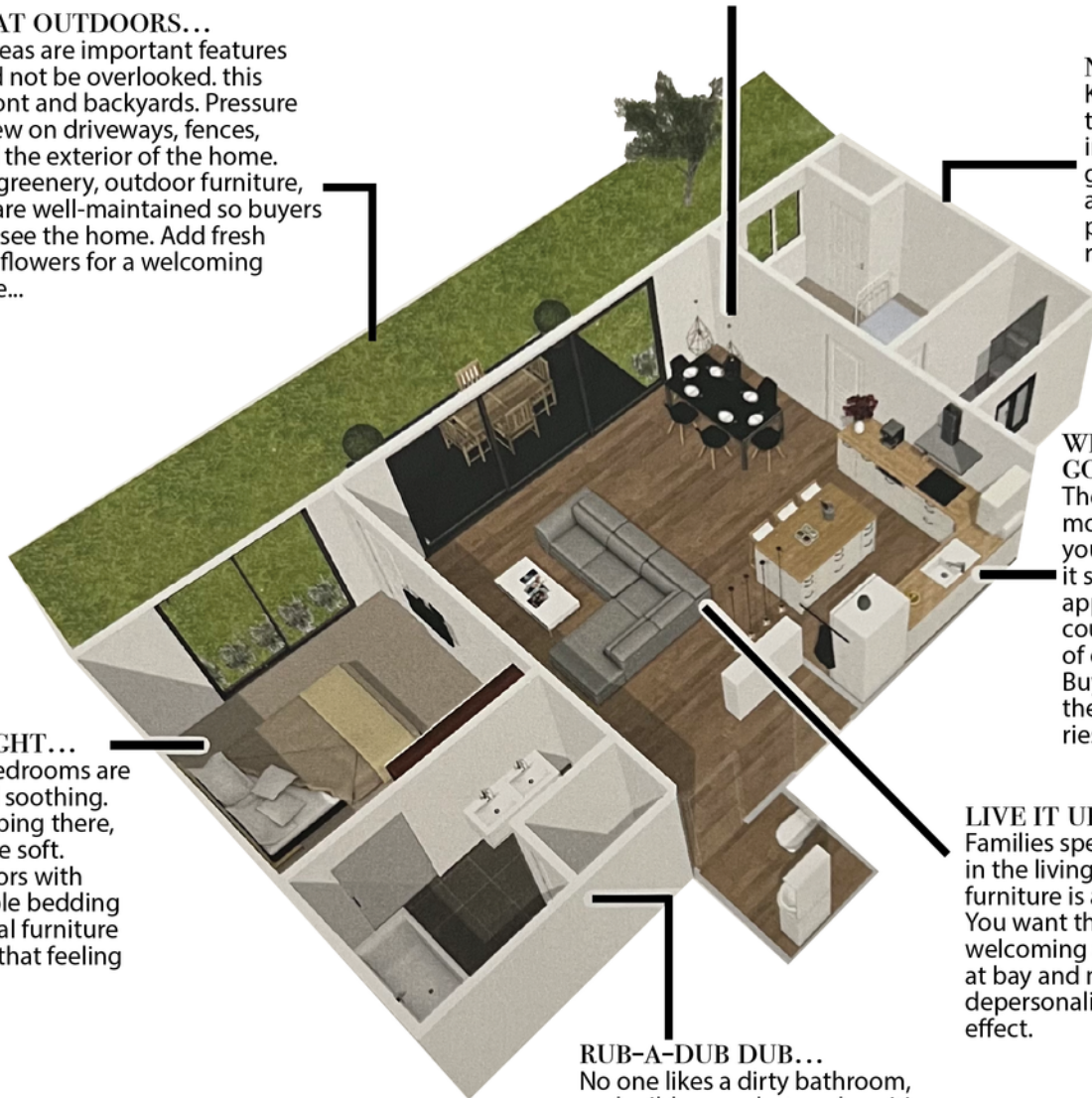
No one likes a dirty bathroom, and mildew or cluttered vanities are a powerful buyer turn-off! Make sure you give these rooms a thorough cleaning by removing grime from shower doors, replacing caulk, and streamlining anything displayed by your sink or on shelving.

KEEP IN MIND..

Everyone has different tastes and ideas of what looks good in a home. The goal of your staging choices is to create spaces that will appeal to the majority of potential buyers

PRO TIP:

Fresh paint and clean, updated flooring are two of the largest returns on investment in real estate. Consider professionally steam cleaning or replacing any carpet in your home and installing new base trim and mouldings.



VENDORS

PRESSURE WASHING

Kevin Flowers
(832)331-3134

PRESSURE WASHING

T3 Finishing Touch
Toby Todd
(936)494-5073

MOVING

Three Brother's
Isaac Castillo
(281)787-3482

ELECTRICIAN

Van T Nguyen
(713)231-7258

PLUMBER

Texas Quality
Plumbing
(281)829-4270

HOME THEATER

RND Technology
(281)712-2329

HOUSE CLEANING

Mckinney Services
(281)235-9380

ORGANIZER

Contained Home
(713)614-8165

HOME STAGING

Smart Selection
Rhonda Ferguson
(713)907-0624

LAWN CARE

Flores Lawn Service LLC
(281)743-6887

ROOFING

ABarnes Roofing
(832)458-7935

AIR CONDITIONING

Diamond Air
Mechanical
(281)850-7227

TEMPORARY HOUSING

Karen Wells
6-12 month
(281)989-1170

CARPET CLEANING

Mauricio Solano
(713)992-1903

AIRDUCT CLEANING

Air Flow
(832)207-8304

TOP 5 WAYS TO PREP YOUR HOME TO SELL FAST

1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

