



# A Guide to Listing and Selling Your Home.



It's a privilege to be one of Dave's Endorsed Local Providers. We've been part of the program since November 10th, 2009. We value the teachings of Dave Ramsey and live congruently with his financial philosophy. We look forward to earning the right to work with you on your path to financial freedom!

### **Ramsey Solutions Experience**

- On Baby Step 6
- Graduated from Financial Peace University
- Attended 5 Live Events
- Attended 2 EntreLeadership Events
- Read The Total Money Makeover
- Read Financial Peace
- Read EntreLeadership
- Read Smart Money Smart Kids
- Read Retire Inspired
- Graduated ELP Training

## What we'll do to get your home sold!

The first step in marketing your home to get it sold is pricing it right. That's why we spend time on the front end completing a comparative market analysis, reviewing that information with you, and then, coming up with a competitive price to get your home sold for the most money in the least amount of time.

### The Sign in Your Yard

Once we've agreed on a price and your home is staged and ready to show, we begin our full Marketing Program, starting with our sign in your yard. We've worked hard to create a great reputation in the marketplace, so that our "For Sale" sign in your yard will draw agents and buyers who have seen us, heard of us, and are confident in working with us.

### Internet Advertising

We'll market your property with professional photography, 24 hours a day, to buyers around the world on our website. Buyers can see your home whenever and wherever it is convenient for them.

### Virtual Tour

Buyers today are tech-savvy. Many of them want the opportunity to 'tour' your home from the comfort of theirs. We'll create a multimedia tour of your home and place it on our website for buyers across the world to see.

### Talking Ads

Many buyers want information immediately. That's why we'll market your property 24 hours a day on our Interactive Voice Response System. Potential buyers can access a detailed description of your property anytime of the day or night—hassle free. The system "captures" their number, so we can personally follow up on each inquiry about your property.

### Property Flyer

Buyers and other agents will know your home is special. We will design a professional-quality flyer to highlight the key features and benefits of your home, show appealing photos, and get buyers and other agents to want to find out more about your special home. Please call our Listing Manager when your supply of Property Flyers starts to run low.

### Feedback

When someone shows your property, their feedback, good or bad, is essential to getting your home sold. Our Listing Manager, who will be in touch with you weekly, calls all agents who show your home and delivers that feedback back to you. You'll be able to take action immediately to help ensure that your home has its best face forward.

### Caravan/Property Tours

Many of our listings are sold to buyers who are working with our team. Our staff of dedicated Buyer Specialists will familiarize themselves with the features and benefits of your home and make sure that our buyers have the opportunity to see your home first.

### Promotion to Other Realtors

Your property will be promoted through the local Multiple Listing Service to over 20,000 Realtors in our area in addition to hundreds of thousands across the country. These Realtors and their clients will be able to see full details and professional photos of your home.



What more could you want than to get your home sold for top dollar in short order without any hassles? If you take a moment and read through the following suggestions before you put the property on the market, you'll be on your way to a successful sale.

Our goal is to simplify, depersonalize, and de-clutter the home in order for it to show larger and brighter, giving a more spacious feeling to potential buyers. These steps will provide you with an advantage over the competition. Many items will need to be removed to storage and packed for moving. This is important and should be considered as merely giving you a head start on the move to your new home.

The list of things below will help your home show larger and brighter and give a more spacious feeling to potential buyers, giving you an advantage over the competition.

### General

- Start by airing out the home. Most people are turned off by even the smallest odor. Odors must be eliminated, especially if you have dogs, cats, or young children in diapers or if you are a smoker.
- If it has been over a year since the carpets have been cleaned—or if they really need it—now is the time to do it. Bare floors should be waxed or polished, as well. Clean and wipe down all stained woodwork including doors and cabinets with a wood maintenance product such as “Old English” or “Liquid Gold.”
- Replace or clean A/C filters. Clean all A/C vents and intake grids.
- Keep A/C set no warmer than 75 degrees and heat no cooler than 70 degrees.
- Use an air freshener in each room (Glade “Plug-ins” work well, but try to avoid floral scents as they can be too strong).

### Lighting Comments:

- Upgrade the wattage in all light fixtures to the highest level safety will allow.
- Dust/Wash all light fixtures and fans.

### Window Comments:

- Dust blinds, windowsills, and plant ledges.
- Remove any cobwebs inside and outside.
- Clean interior and exterior of all windows and glass doors.
- Take screens off before washing and leave off front of house.
- Keep all blinds/shades pulled up/open and draperies removed to allow maximum light.

### Carpet:

- Steam clean if not replacing. If replacing, we can help you make choices that will be most appealing to buyers.

### Bathrooms:

- Clean all tubs, toilets, and sinks. Then polish the sinks with lemon or vegetable oil. Polish all hardware to a shine.
- Stow unused shampoos, soaps, scrubbing implements, razors, etc. under sink.
- Stow laundry hamper in closet.
- Stow wastebasket under sink.
- Rugs/commode lid covers should be removed.
- Store cleansers under sink.
- Streamline counter—1 or 2 decorative items only.
- Linen cabinets should be organized and items reduced.
- Use baskets to hold make-up and toiletries so that after use they can be stored under the counter.
- Bathtubs, showers, and sinks should be freshly caulked. The grout and tile should be clean and in good condition. There should be no leaks in the faucets or traps.

### Kitchen:

- Keep all flat surfaces (countertops, appliance tops, and furniture) cleared off as much as possible. Kitchen counters should have very little on them to show that there is plenty of available workspace. Keep appliances stored when not in use.
- Go over the kitchen as if you were a health inspector. Clean the oven, range (new drip pans) and the seal of the dishwasher door.
- Remove all magnets, notes, pictures, etc. from front and sides of refrigerator.



- Stow trashcan in pantry.

**Utility Room:**

- Organize shelves and put away non-cleanser items. Keep area clear of clothes.

**Pantry/Closet:**

- Thin all closets dramatically and organize remaining items neatly on shelves and be sure to allow space between hanging items. At one very visible spot, leave space, so the rear wall of the closet/pantry will show when the door is opened. Leave a small empty space on each shelf to show potential storage space.

**Bedrooms and Living Areas:**

- Make sure that there is not too much furniture in a room. Select pieces that look best and put others in the garage or storage.

- Depersonalize your home by storing personal photos so that potential buyers may visualize their personal items in the home. This is probably one of the most important things to a potential buyer!

**Exterior:**

- Thoroughly sweep down all exterior sides of house and eaves to clean cobwebs and wasp nests.
- Keep lawn mowed, weed-eated, and well-edged
- Trim trees and shrubs.
- Clean out flowerbeds and invest in a few flats of colorful flowers.
- Be sure front door area is clean and free of dirt, dust, cobwebs. Repaint door and trim if not pristine.
- Add new thick "Welcome" mat and keep it clean.
- Make sure doorbell is working properly

**Garage:**

- Drastically clean and re-organize
- Sweep and clean—remove all cobwebs and any oil or grease from floor.



**FACT**

Acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.

IF...I were the buyer of this property, what are the features that would excite me the most?

**Home**

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**Community**

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## The dos and don'ts of selling your home

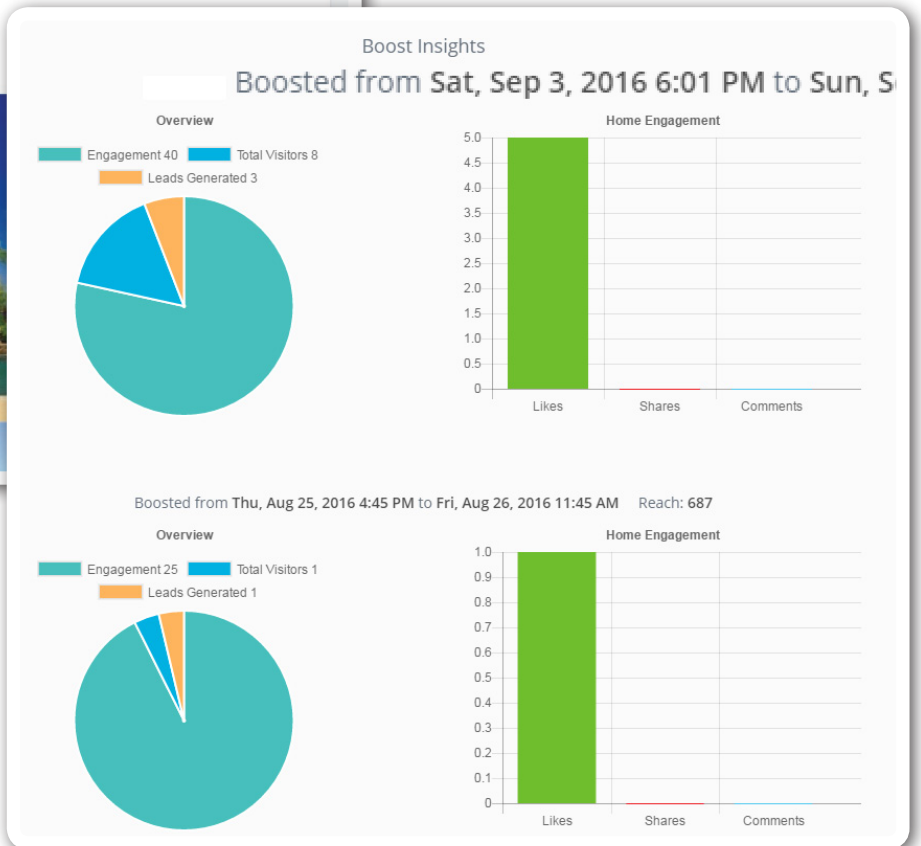
### MAKE SURE THAT YOU DO

- ✔ Most buyers have a hard time imagining how a home will look with their belongings in it. Your goal is to give them a blank canvas. To that end, you should:
  - ✔ Remove any excess clutter.
  - ✔ Paint your walls a neutral color.
  - ✔ Keep the home well-lit and bright—leave on a few lights in key areas throughout the home and pull the curtains open.
  - ✔ Leave your home every day with it ready to show.
- ✔ Your goal should be to make a positive first impression. That impression starts from the second the buyer pulls up to your home.
- ✔ Keep your yard clean. It should be cut and watered regularly.
- ✔ Trim your hedges and pull any excess weeds. If you have a flowerbed, make sure it looks well-maintained.
- ✔ Make any necessary repairs upfront. If you make the kinds of repairs upfront that you're going to have to make anyway, your house will look more attractive to potential buyers.
- ✔ Repair loose or damaged shingles, walkway tiles, siding and caulking. Repair any cracks, leaks, or water damage.
- ✔ Replace worn carpet with a good medium quality neutral carpet.
- ✔ Repair dripping faucets and showerheads.
- ✔ Inspect and, if necessary, repair the heating, cooling, and electrical system.

### MAKE SURE THAT YOU DO NOT

- ✘ It's best not to be present during showings. We recommend that, if the only reason you are going out is because of a showing, you wait until they arrive. And, when they arrive, tell them, 'my listing agent has asked that everybody use the lockbox,' and then lock the door. This will help us track showings and provide you with extra security.
- ✘ For your own security, don't leave valuables in plain site.
- ✘ The showing feedback is our way of finding out what the market has to say about your home. Don't ignore this feedback. Our Listing Manager will discuss all feedback with you and make suggestions. Please be prepared to listen to this informed advice.

90% of buyers now search for homes on their phone or tablet. Through Rally Pages we can expose your listing to a highly targeted demographic of buyers.





## Our International Network through Proxio Pro

By working with us, your property will be advertised to over 500,000 international real estate agents in over 100 different countries.

We also have the tools to translate your property in 19 different languages including simplified and traditional Chinese, Spanish, Hindi, French, German, Arabic, etc. This means other international agents are able to show your property to their buyers in their native language.

The screenshot shows a real estate website interface. At the top, there is a 'Choose Language' menu with various flags. Below it, the text reads 'INTERNATIONAL MLS AND GLOBAL REAL ESTATE NETWORK'. The main content area displays a property listing for '4011 Bunny RUN, Austin, Texas, 78746 美国'. The listing includes details such as '1 房子', '2,525,000' price, and '5 Garage'. A large image of the property is shown, along with a smaller image of the interior. The text below the image describes the property as an 'exceptional 5 bedroom home' and mentions 'Russell Eppright Custom Homes'. A separate window in the foreground displays a grid of 20 national flags, representing the international network.

95% of buyers will see your home online before they come to see it in person. Set your listing apart from the pack with professional photography provided by Virtuance.



## Sell 45% faster

Properties marketed with HDReal® Images are proven to sell 45% faster than properties marketed by the next most effective national photography provider.



## Correction and Enhancement

Each HDReal® image passes through a series of more than 25 proprietary enhancement and processing algorithms. We use our artificial intelligence to correct for lens distortion, perspective, contrast, saturation, and tonality among other items - all designed to produce images that are proven to get results.



HDReal® images have been proven to achieve more than 2x the number of showings as other leading professional photographers' images.



## The price of your home is determined in several ways:

### The market value of your home is not:

1. What you have in the home
2. What you need out of it
3. What you want
4. What it appraised for
5. What you heard your neighbor's home sold for
6. What the tax office says it's worth
7. How much it's insured for
8. Based on prices of homes where you are moving

### The true market value of your home is...what a buyer is willing to pay for the property:

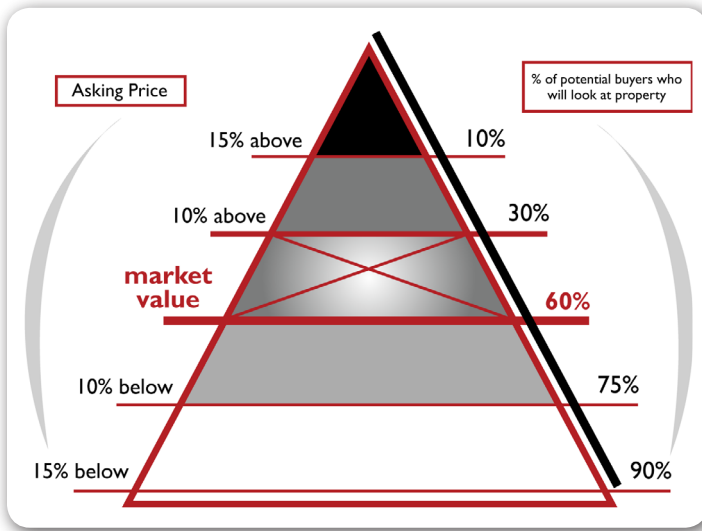
1. Based on today's market
2. Based on today's competition
3. Based on today's financing
4. Based on today's economic conditions
5. Based on the buyer's perception of the condition of the property
6. Based on the location
7. Based on normal marketing time

### Properties that sell in today's market: On a scale of 1-10 ("10" are the ones that are selling). How can your property be a "10"?

1. By improving the condition dramatically
2. By offering good terms
3. By improving the way the home shows
4. By adjusting the price



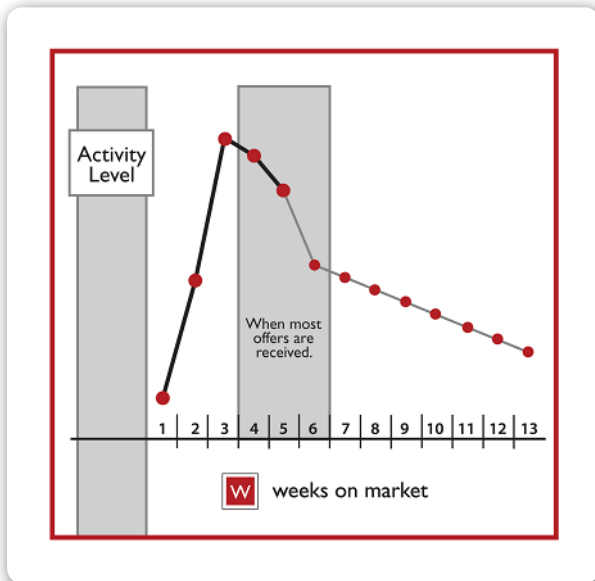
**Power of pricing**



Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.

**The right price is important**



- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.



1. Does your agent have a dedicated buyers team who's only job is to be available to show your property? \_\_\_\_\_
2. Does your agent market your listings internationally? \_\_\_\_\_
3. Will I receive daily updates on Real Estate Activity in my area, including price changes, houses that have sold, and houses that have gone up for sale? \_\_\_\_\_
4. Will your featured listing be available to over 2 million users each month? \_\_\_\_\_
5. Do you get over 300 buyer leads a month? \_\_\_\_\_
6. Do you have one of the top 2 relocation firms in the country, bringing buyers into San Diego on a weekly basis? \_\_\_\_\_
7. Do you have a customer service center marketing for potential buyers moving into my area? \_\_\_\_\_
8. How many homes have you sold in the last 12 months? \_\_\_\_\_
9. How many homes have you sold over the last 5/10/15 years? \_\_\_\_\_
10. Can you provide me with a written Step-by-Step Marketing Plan of Action? \_\_\_\_\_
11. Do you prospect for buyers on a daily basis, and how do you do it? \_\_\_\_\_
12. Do you have a full-time staff working to get your home under contract and closed? \_\_\_\_\_
13. What percentage of your listings sell vs. expiring? \_\_\_\_\_
14. Are you a full-time realtor or part-time? \_\_\_\_\_