

# Seller's Guide

**A GUIDE TO SELLING YOUR HOME**

COMPASS

debb

DEB BROWN

REAL ESTATE GROUP



# Hello,

## IT'S NICE TO MEET YOU!

**Our mission at Deb Brown Real Estate Group is to redefine your selling experience. We're committed to leveraging our in-depth market knowledge, cutting-edge marketing, and unwavering dedication to not only meet, but exceed your expectations. We're here to help you unlock your home's true potential and achieve the best possible outcome.**





# EMBRACING YOUR NEXT CHAPTER: IT'S MORE THAN JUST A CHANGE OF ADDRESS

**We're here to help remove the emotional aspects from the sales process, allowing you to make the best financial decision for your future. Our knowledgeable team offers expert guidance, navigates the complexities of selling your property, and ensures you have all the necessary information to proceed with assurance.**

**Provide a market analysis**

**TO ACCURATELY PRICE YOUR HOME FOR THE CURRENT MARKET CONDITIONS.**

**Strategically market your property**

**TO ATTRACT THE MOST QUALIFIED BUYERS AND GENERATE COMPETITIVE OFFERS.**

**Thoroughly present**

**AND EXPLAIN ALL OFFERS HIGHLIGHTING KEY ASPECTS BEYOND JUST THE SALE PRICE.**

**Compare and contrast**

**VARIOUS FINANCING OPTIONS PRESENTED BY POTENTIAL BUYERS, EVALUATING THEIR STRENGTH AND LIKELIHOOD OF CLOSING.**

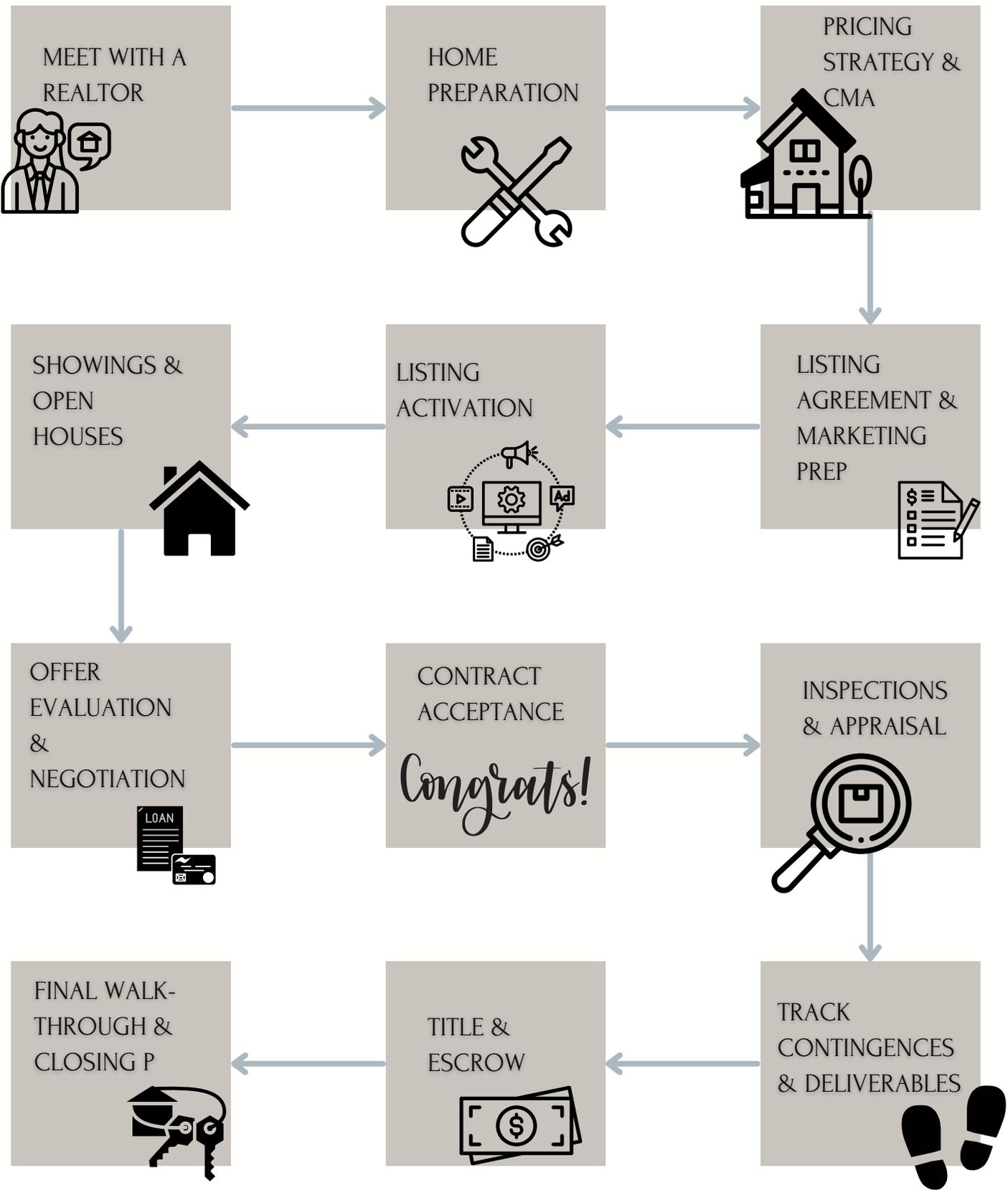
**Analyze**

**ALL TERMS AND CONDITIONS OF EACH OFFER, INCLUDING CONTINGENCIES, CLOSING DATES, AND INCLUSIONS/EXCLUSIONS, TO IDENTIFY POTENTIAL RISKS OR BENEFITS.**

**Guide you**

**THROUGH THE ENTIRE CLOSING PROCESS, ENSURING ALL NECESSARY PAPERWORK IS COMPLETED ACCURATELY AND ON TIME.**

# HOME SELLERS TIMELINE



# HAVE THIS INFORMATION READY FOR BUYERS

**Roof:** Year of installation and warranty info if under warranty. Knowing the age of the roof provides buyers with confidence regarding a significant structural component.

**Foundation Repairs:** Year of installation and warranty info if under warranty. Foundation issues are unsettling for some buyers so have information showing the problem has already been resolved.

**Windows:** Year of installation, Updated windows often mean better energy efficiency, reduced noise, and improved curb appeal.

**HVAC System:** Year of installation. A well-maintained and newer HVAC system is a major selling point for comfort and energy savings.

**Flooring Updates:** Type of flooring, year of install and any warranty.

**Kitchen Renovation:** Year Updated. Cabinets, appliances, countertops, fixtures.

**Bathroom Updates:** Year Updated. Flooring, tub, cabinet, plumbing or lighting.

**Utility Bills:** Many buyers will ask for one year's worth of bills.

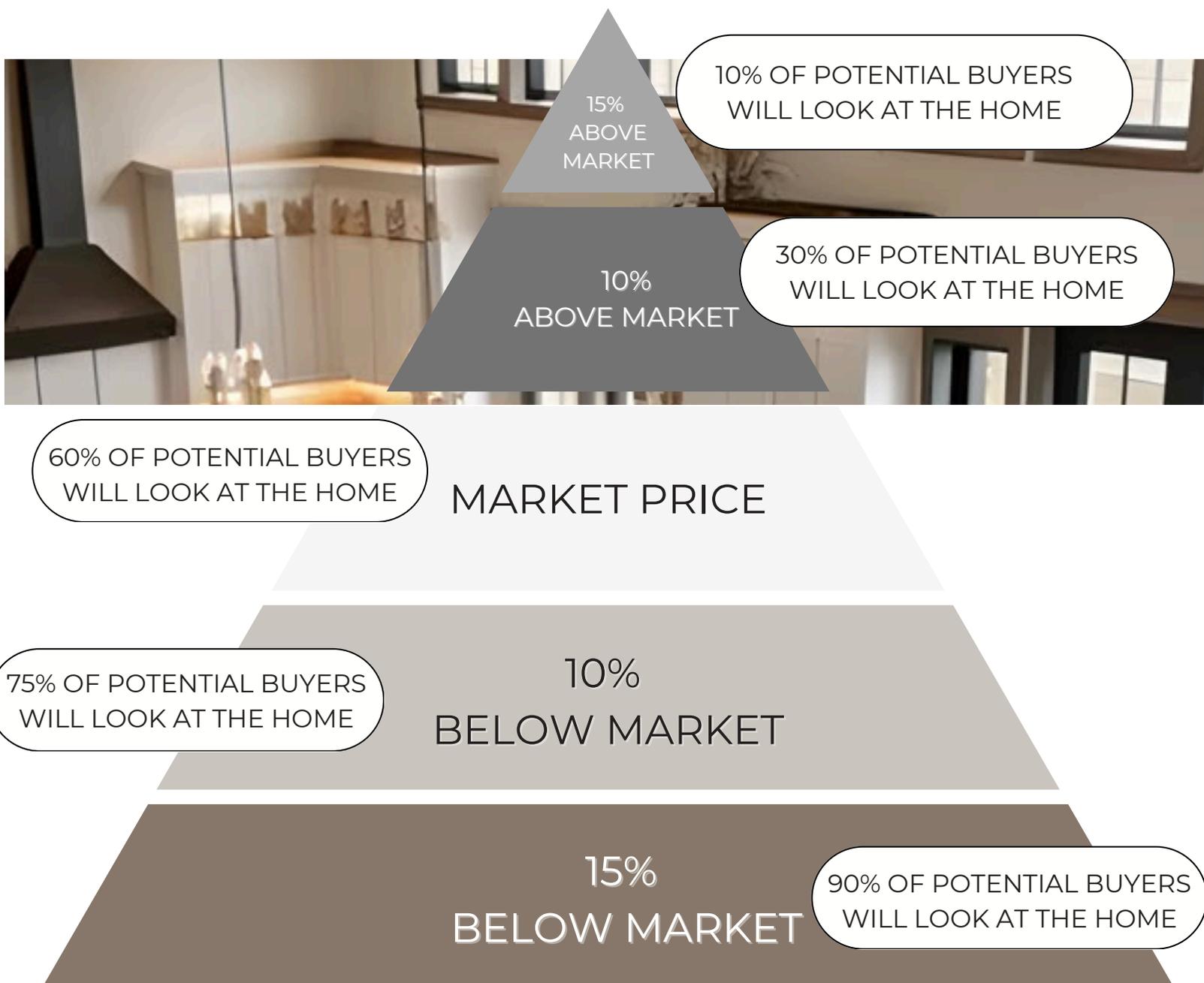
**Existing Survey:** Did you add any structures or move the fence, etc.



# IMPACT OF PRICE ON VISABILITY

## UNDERSTANDING THE PRICE PYRAMID

### THE PRICING PYRAMID



# Factors Appraisers Consider

**Age and Condition:**  
Newer, well-maintained components are always more valuable than older, worn-out ones.

**Quality of Materials and Workmanship:**  
High-end materials and professional installation contribute more value than budget-options or DIY jobs.

**Market Expectations:**  
What is typical or expected for homes in your specific neighborhood? Over-improving for the area might not yield a full return.

**Energy Efficiency:**  
Newer systems (HVAC, windows) that offer energy savings are increasingly appealing to buyers and can positively impact value.

**Kitchen Renovation:**  
Often considered the most impactful renovation. Appraisers look for updated appliances, countertops, cabinetry, and a functional layout.

**Bathroom Updates:**  
Modern, clean, and functional bathrooms are highly valued.  
**Estimated ROI:**  
Typically ranges from 45% to 75% of the cost.

**Windows (Year of Installation):**  
New, energy-efficient windows enhance curb appeal, reduce utility bills, and improve comfort.

**Roof (Year of Installation):**  
A new roof is a major selling point and can significantly reduce a buyer's immediate concerns about future expenses

**Flooring Updates:**  
New, consistent, and appealing flooring can significantly improve the perceived value. Wood floors are preferred to carpet.

**Lot Size:**  
And the location/amenity of the lot. Does it have a water view, on the golf course?

**Functional Utility:**  
Does the update improve the home's usability or livability?

**Conditioned Space:**  
Square footage that is not conditioned is not counted in the Living Square Feet.



# DON'T LET YOUR LISTING GO STALE: OUR PROACTIVE APPROACH

*In today's dynamic real estate market, time is of the essence. A listing that sits too long without significant activity can quickly become "stale," leading buyers to wonder what might be wrong with the property and often resulting in lower offers. We believe in a proactive, data-driven approach to ensure your home remains competitive and sells for its maximum value.*

14-Day Evaluation & 4-Point Check: We don't wait for problems to arise. Every 14 days, we conduct a thorough evaluation of your listing's performance using our exclusive 4-point check:

- **Online Engagement:** How many views, saves, and inquiries is your listing generating across all platforms?
- **Showings & Feedback:** What's the volume of showings, and what specific feedback are we receiving from agents and buyers?
- **Market Activity:** What are comparable homes in your area doing? Are new listings hitting the market, or are properties selling quickly?
- **Buyer Sentiment:** Are there any shifts in overall buyer interest or financing trends that could impact your home?

IN TODAY'S COMPETITIVE REAL ESTATE MARKET, A ROBUST AND STRATEGIC MARKETING PLAN IS ESSENTIAL TO ATTRACT THE RIGHT BUYERS AND ACHIEVE A SUCCESSFUL SALE. WE WILL LEVERAGE A MULTI-FACETED APPROACH TO SHOWCASE YOUR HOME'S UNIQUE FEATURES AND REACH A WIDE POOL OF POTENTIAL BUYERS.



## REACHING YOUR IDEAL BUYER: A COMPREHENSIVE MARKETING STRATEGY

### 3 Point Marketing system

Print Marketing: Targeted Impact, Tangible Results. Our strategic print marketing initiatives are designed to reach specific audiences with a tangible, lasting impression. We leverage high-quality materials and targeted distribution to ensure your property stands out in a crowded market, creating a sense of exclusivity and generating genuine interest.

Digital Marketing: Maximizing Online Exposure, Driving Qualified Leads. Our comprehensive digital marketing strategy ensures your home is seen by the right buyers, at the right time. We utilize cutting-edge technology and targeted online campaigns to maximize exposure across major real estate platforms and beyond, driving qualified leads directly to your listing and creating a dynamic online experience.

Social Media Marketing: Connecting with Buyers, Building Buzz. Our social media marketing strategy is designed to build buzz, connect with potential buyers, and generate excitement around your listing.



# MARKETING TOUCHPOINTS

TOOLS WE USE TO GET YOUR HOME THE ULTIMATE MARKET EXPOSURE

- PROFESSIONAL PHOTOGRAPHY
- PRE LISTING MARKETING/COMING SOON
- MLS
- DEB BROWN GROUP WEBSITE
- COMPASS BROKERAGE WEBSITE
- EMAIL MARKETING
- YOUTUBE
- UNIQUE HOMES HIGH END MAGAZINE
- DIGITAL FLYER
- OPEN HOUSES
- VIRTUAL HOME TOUR
- SOCIAL MEDIA STORIES
- CUSTOM BROCHURES
- FACEBOOK GROUPS
- BLOG
- PAID SOCIAL MEDIA ADS
- GLOBAL REALM NETWORK
- HAVEN MAGAZINE
- SYNDICATES TO WSJ, MANSION GLOBAL, AND OTHER TOP SITES

# NAVIGATING OFFERS: SECURING THE BEST TERMS FOR YOUR HOME



**WHEN EVALUATING OFFERS ON YOUR HOME, IT'S CRUCIAL TO LOOK BEYOND JUST THE TOP-LINE NUMBER. HERE ARE 10 KEY FACTORS TO CONSIDER:**



# Home Appraisal



## **What Is A Home Appraisal and when/why is one needed?**

A home appraisal is conducted by a neutral, licensed appraisal contractor to determine the fair market value of a home. After a buyer and seller agree to a price on a home, the appraiser is hired by the prospective lender to determine the home's value based on recent sales of comparable homes in the area, as well as the appraiser's judgement after an analysis of the property.

It's important to consider the difference between the appraised value and the market value of a property. While the appraised value can be seen as what a home is actually worth, the market value can be seen as the price that the property ultimately sells for, on the open market, based on supply and demand.

The appraisal puts a check on the market value, a warning to the lender to be wary of lending too much for the property. Ultimately, the appraised value is more important in whether the lender will agree to the loan and the deal can go forward.

# KEY REAL ESTATE TERMS

**Appraisal** - Assessment of the property's market value, for the purpose of obtaining a mortgage and performed by a licensed appraiser.

**Assessed Value** - Value placed upon property for property tax purposes by the Tax Collector.

**Closing Costs** - Expenses incidental to a sale of real estate, such as loan fees, appraisal fees, title insurance and escrow fees.

**Closing Statement** - The statement which lists the financial settlement between Buyer and Seller, and costs each must pay.

**Contingency** - Certain criteria that have to be met in order to finalize the sale.

**Conventional Mortgage** - A mortgage or Deed of Trust not obtained under a government insured program such as FHA or VA.

**Escrow** - A neutral third party that handles the transfer of any money during the sale of a home from initial deposit to final funding and closing.

**Earnest Money Deposit** - Buyers in Texas usually deposit 1-2% of the purchase price to show that the buyer is serious about purchasing the home. It is usually refundable in the event a contingency in the sales contract cannot be met.

**Title Insurance** - Insurance to protect the buyer and lender against losses arising from disputes over the ownership of a property.

**Option Period** - the time period after executing that a buyer has an unrestricted right (no reason needed) to terminate the contract. A small option fee must be paid for this.

*Thank you*



**DEB BROWN  
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*We would love to assist  
you in selling your home!*

**DebBrownGroup.com**