HOME SELLING

pre-listing Guide



Isabella Wewer

JASON MITCHELL GROUP

REAL ESTATE AGENT


MY
commitment



WE DO REAL ESTATE DIFFERENTLY

We have one goal: TO GIVE YOU AN ELEVATED FULL-SERVICE CLIENT EXPERIENCE! With over 10 years of real estate experience on the team, we will bring you a fresh, modern, and forward-thinking experience that will make you a client for life. Consider us your personal home concierge: Hand us the keys and we'll do the rest!

COMMITTED SERVICE

We promise to give you the level of service you deserve starting on the day you put your faith in us to sell your property. Our team is committed to providing you with the very best in professional and individualized service.

MANAGING DIFFICULT CONVERSATIONS

When selling a house negotiating is required. Don't worry! We will be your mentor and liaison throughout the whole process. We will handle negotiating pricing modifications, and help you secure and schedule necessary repairs.

BEHIND YOU

A seller's agent will be looking out for your best interest, as it is their fiduciary responsibility. With our knowledge of the local market and a sound understanding of what amenities and upgrades bring value to your home, we will make sure to price your home competitively and gain you the most amount of money in the shortest period of time.

ONGOING COMMUNICATION

We will go over the specifics of how our team operates and what you may anticipate working with us. Rest assured you will be kept up to date on all that is happening thanks to our regular communication.

PROBLEM SOLVER

Throughout the entire home-selling process, we will make every effort to safeguard your interests and handle any problems that might come up. Making the process of selling your house as enjoyable and stress-free as possible.



RISK free

We frequently hear tales of customers who were dissatisfied with their former real estate agents. Frequently, the other agency attempted to pressure them by using a listing agreement that cannot be canceled or they would have to take on a hefty cancellation fee. I wouldn't want to subject any of my customers to that. Make sure the real estate agent you choose offers an Easy Exit Listing Agreement!

If you are ready to take the home-selling plunge give me a call and I would be honored to walk through the process with you!

The

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HOME SELLING PROCESS

1.MEET WITH YOUR AGENT
- Discuss your needs
- Research CMAs
- Set a competitive list price

2.PREPARE TO LIST
- Deep clean & declutter
- Make needed repairs
- Focus on curb appeal
- Stage home

3.IMAGERY
- Professional photo session
- Professional video session
- Professional drone session

4.MARKETING
- Online marketing
- Social media
- Signage
- Flyers

5.SHOWINGS
- Ensure home is ready for showings
- Receive feedback from agents
- Schedule open houses

6. RECEIVE AN OFFER
- Each offer is presented and we will discuss the benefits & risks of each offer

7.NEGOTIATE
- Most offers require negotiating either before or after inspections. I will negotiate on your behalf.
- You can accept, counter, or deny an offer

8.INSPECTIONS & APPRAISAL
- I will work with the buyer's agent to coordinate and schedule an inspection & appraisal. These are both ordered by the buyer.

9.REPAIRS
- Likely some small repairs will need to be made after inspections.
- Review my list of recommended vendors if needed.

10.CLOSING
- Final walk-through
- Sign closing documents

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PROCESO DE VENTA



1.REUNIRSE CON SU AGENTE

• Discute tus necesidades
• Discute CMA
• Establecer un precio de lista competitivo



2.PREPARARSE PARA LISTAR

• Limpieza profunda y orden
• Hacer las reparaciones necesarias



3.IMAGENES

• Sesión de fotos profesional
• Sesión de vídeo profesional
• Sesión profesional con drones



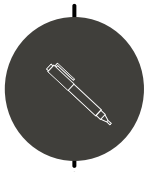
4. COMERCIALIZACIÓN

•Mercadeo en línea
• Medios de comunicación social
• Señalización
• Folletos



5.EXHIBICIONES

• Asegúrese de que la casa esté lista para las visitas
• Recibir comentarios de los agentes
• Programe jornadas de puertas abiertas



6.RECIBIR UNA OFERTA

• Cada oferta se presenta y discutiremos los beneficios y riesgos de cada oferta



7.NEGOCIAR

• La mayoría de las ofertas requieren negociando antes o después de las inspecciones. lo haré negociar en su nombre.
• Puede aceptar, contrarrestar, o rechazar.una oferta



8.INSPECCIONES Y TASACIONES

• Trabajaré con el comprador agente para coordinar y programar una inspección y evaluación. estos son ambos ordenado por el comprador.



9.REPAIRACIONES

• Probablemente algunos pequeños las reparaciones deberán ser realizado después de las inspecciones.
• Revisar mi lista de proveedores recomendados si es necesario.



10.Cierre

• Recorrido final
• Firmar los documentos de cierre



TWELVE STEPS *to sold*

STEP ONE: DEEP CLEAN

Before you can really tackle all the things that need to be done before selling your home, you need to have a good look at what you are dealing with! Which means a thorough deep cleaning. A deep clean can also help you with foul odors. Ask a friend to give you an honest opinion if any scents could be a deal breaker. Avoid masking scents with strong candles and plug-ins and get rid of the source that is creating the smell.

STEP TWO: DECLUTTER

Buyers have a hard time picturing themselves living in your home when your clutter is all over the home. Get rid of all items in your home that you don't want or need. Your home will sell more quickly and your move will go more smoothly. It's no secret that the hardest part of the decluttering process is getting started. Dive in by taking one room, or even a portion of one room, at a time. Shred or recycle paper. Donate duplicate household items, and old clothing, toys, and books. A buyer may find it more difficult to picture living in your home if there are many personal objects and pictures on display. Consider storing family photos, and any political or religious items until you can proudly display them again in your new house.

STEP THREE: COMPLETE REPAIRS

The time has come to address all of those troublesome concerns that you have been putting off. Look for signs of neglect inside the home. Look for stained or broken surfaces and walls or ceilings that need to be painted. Make a list of everything you see, then choose what to work on first. Finding out what has to be done and what doesn't can be made much easier with the help of a real estate agent.

STEP FOUR: NEUTRALIZE

A coat of fresh paint can make a world of difference! Use neutral colors if you decide to paint the interior of your home. Loud paint colors are a very personal choice, and often distract the buyers from the great things about the room. Neutral colors allow your prospective buyers to easily picture their belongings in your home.

STEP FIVE: REMOVE SCUFF MARKS

So you are not up for undertaking a full-scale paint job? Pay close attention to cleaning and then touching up baseboards, walls, and doors to make the property glisten and look well-maintained. Using an eraser pad can make a world of a difference on scuffed walls and baseboards!

STEP SIX: CREATE A WARM ENTRYWAY

A home's entry is also an important first impression. Create your own entryway if your home does not have one. To prevent clutter, have plenty of baskets for storage, or purchase a simple entryway organizer. Place a comfortable bench, and place some hooks to hang bags and outerwear.

TWELVE STEPS *to sold*

STEP SEVEN: REARRANGE FURNITURE

A home is meant to be lived in and so we often arrange our furniture for that. When it's time to sell the goal is to arrange your furniture to make your space look at big and as open as possible. You may need to remove some pieces (although it may not be ideal) so that your spaces don't look over crowded. Move furniture away from the walls to open a room.

STEP EIGHT: UPGRADE LIGHTING

Replace out-of-date and obsolete lamps and other lighting fixtures with more modern ones. This inexpensive modification can have a big impact and will aid in the sale of your house.

STEP NINE: PET ISSUES

We love our furry friends! However, selling a home with pets can be a challenge. While you might consider them part of the family, not everyone agrees. To make your home appealing to everyone make sure to remove any evidence of pets just to be safe. Make sure to pick up all pet bowls, beds, and toys. Avoid using scented candles or perfumed goods to merely cover up scents. Strong perfumes can be irritating to certain people and don't get rid of the odor altogether. Instead, use pet-specific deodorizers or enzyme cleansers to neutralize odors.

STEP TEN: EXTERIOR

The outside of your home is the first impression of your home. Make sure the exterior of your home is in tip-top shape so that possible buyers will want to take a look inside. Pay close attention to your siding, gutters, and windows, and make sure they look fresh and clean. Repair any cracks in the driveway, walkway, or patio. Make sure the roof is in good condition. Nothing turns a buyer away faster than a leaky roof. Take care of any repairs to your fence if there are broken pickets. If any of these issues come up and you are unable to make the repairs be prepared for buyers to ask you to drop your asking price.

STEP ELEVEN: CURB APPEAL

Catch a buyer's attention by making sure walkways are clear, landscaping is freshly mulched, plants are freshly placed by the door and a colorful welcome mat welcomes them to a freshly painted front door. All of these things help create a sense of home to prospective buyers.

STEP TWELVE: GATHER PAPERWORK

Being prepared is the key to a smooth sale. Having said that, don't forget to have the house's paperwork prepared and organized. The deed, homeowners insurance information, loan information, property tax statements, appliance warranties, title report, purchase agreement, and any other information regarding the property are some of the documents that a seller will need when selling a home.




marketing
YOUR HOME

print MARKETING















digital MARKETING









FACEBOOK & INSTAGRAM ADVERISEMENTS


pricing
STRATEGY

THE FIRST LISTING PRICE CAN AFFECT
the entire outcome of your home sale.

Pricing a home correctly is the number one factor in getting it sold in a timely fashion for the most money possible. Using a comparative market analysis (CMA) is the best bet for setting your price correctly the first time. Using this CMA, we will research sold properties in your area and determine the best listing price for your home. When a home is priced correctly the first time it generally sells quickly as there are buyers who see its value and jump at the chance to see it, hopefully creating a multiple offer situation. A home gets the most traffic when it is first listed so the first listing price is crucial to capturing all those buyers attention.

THE PROBLEM WITH LISTING TOO HIGH

PROBLEM 1

exclusion

Inflating the value of your home inadvertently could exclude your property from online search results to those that would be able and willing to pay you the actual value for your home.

PROBLEM 2

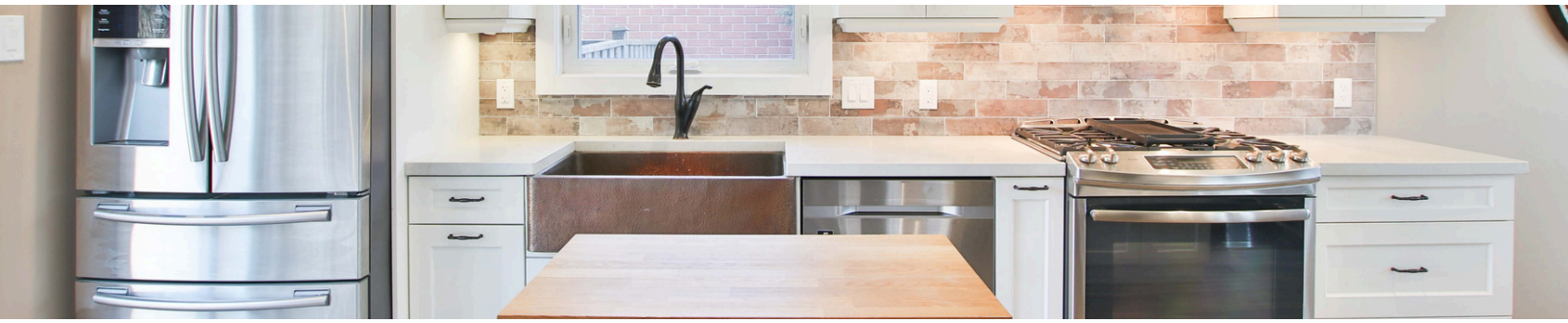
appear distressed

Due to a lack of interest you may have to later drop the price and now your house appears to be a distressed property.

PROBLEM 3

appraisal

Even if you are successful in finding someone to pay more for your house, you still need to go through the appraisal process so your buyers can secure financing. If the appraisal comes back with a much lower figure, the buyers will have difficulty obtaining a loan because lenders won't pay over-market prices. Your whole deal could fall through because your listing price was too high.



DETERMINES
the price of your home

- market condition
- comparative sold properties
- current inventory
- property features
- exposure
- location
- condition

DOES NOT DETERMINE
the price of your home

- what you paid for the home
- what online sites think it is worth
- what you need to make on the home


YOUR
home
TELL US ABOUT YOUR HOME

YOUR HOME *information*

SQFT	
BEDROOMS	
BATHROOMS	
BASEMENT	
YEAR BUILT	
GARAGE	
LOT SIZE	
SUBDIVISION	
SCHOOL DISTRICT	
ANNUAL TAXES $	
HOA?	
HOA ANNUAL FEE	

WHY ARE YOU MOVING?

WHAT IS YOUR TIMELINE?

WHAT ARE YOUR FAVORITE THINGS ABOUT YOUR HOUSE?

ANYTHING WE NEED TO KNOW ABOUT YOUR HOME?

pricing YOUR HOME

HOW MUCH DO YOU THINK YOU SHOULD LIST YOUR HOME FOR?

HOW DID YOU ARRIVE AT THE VALUE OF YOUR HOME?

WHAT ITEMS WILL BE STAYING WITH THE HOME?

YOUR HOME *improvements*

IMPROVEMENT	COST

AVERAGE *utilities*

	ELECTRIC	GAS	WATER	TRASH
JAN				
FEB				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPT				
OCT				
NOV				
DEC				
YEARLY AVG.				

next STEPS

GATHER

- [ ] ADDITIONAL KEY TO YOUR HOME FOR LOCKBOX
- [ ] ANY SURVEY OR REPORTS FOR THE PROPERTY
- [ ] A LIST OF UPGRADES YOU HAVE MADE
- [ ] TOP FIVE THINGS ABOUT YOUR HOME LIST
- [ ] UTILITY INFORMATION

NOTES



RECOMMENDED *resources*

recommended RESOURCES

GENERAL CONTRACTOR

MATT LANGBEIN
214-218-8582

HEATH COOK
817-938-7456

PAINTING

MARLO MEZA
817-797-6329

SMART N EFFECTICE PAINTING
817-714-0207

HOUSE CLEANING

E&G BEST CLEANING SERVICES
682-203-2001 - Erika
469-877-7746 -Greg

FLOORING

MARLO MEZA
817-797-6329

HEATH COOK
817-938-7456

ELECTRICIAN

EVE ELECTRIC
469-805-8587

AZAEL ELECTRICAL
682-233-4611

PLUMBING

STATE PLUMBING
469-949-6479

KMP PLUMBING HEATING & AIR
817-453-8028

DECKING

SAMMY BAZE
817-300-6892

MLB EXTERIOR SERVICES
817-538-7355

FENCING

MARLO MEZA
817-797-6329

MLB EXTERIOR SERVICES
817-538-7355

LANDSCAPING

HTHLAWN & TREE SERVICE
817-779-1448

PROSTAR LANDSCAPING
817-217-1588

ROOFING

CENTENNIAL ROOFING
972-223-1765

BLUE HAMMER ROOFING
469-569-6912









CLIENT *testimonials*

REVIEWS

★★★★★

"Thanks a lot for all your help and being patient with me. I know i was super picky with some of the listings at time. I'm glad I stuck it out, even though i wanted to give up many times. You explained everything well and i never had any unanswered questions. I'll definitely refer friends who are looking for a home and reach back out for myself next time I'm ready for another house. - Demetrius

"Excellent Real Estate Agent and Team !. I found my new Home within 4 showings.." -Govind & Vinny

"Ahhh thank you bella!!! We so appreciate all the hard work you put in with us these past couple months. I still can't believe we actually got a house now. Thank you for the gift as well!!!!!" - Ralph & Emily

"Thank you thank you so much!! Thank you so much for your help with buying and selling our home. You made the process simple and easy to understand for us even though it was super complicated!! We appreciated your patience and expertise. Your insight was extremely valuable to us and I don't think we could have done this without you. Love you Bella!! -Hanifa & Allan

"Bella was able to recommend a great lender and find us our perfect home. Not only that, but she was able to negotiate the best deal and help us negotiate seller concessions to help cover our closing costs. She made everything simple and easy!." - Mr. W. A

"They say, people come into your life for a reason. I truly believe you are one of those special people! Take care and know we appreciate you and who you are and everything you have done for us!" - Patricia & John

WHAT TO EXPECT

HONESTY & TRANSPARENCY

INTEGRITY

RESPECT

TIMELY & REACHABLE

ACTING IN YOUR BEST INTEREST

