"IF WE WERE MEANT TO STAY IN ONE PLACE, WE'D HAVE ROOTS INSTEAD OF FEET." – RACHEL WOLCHIN

SARA BIGLEY

INC REALTY

WHY WORK WITH US?

YOU HAVE AN ENTIRE TEAM YOU CAN TRUST

We will be up front and honest about situations that may put us in an advantageous position and we have tons of experience - we've pretty much seen it all!

WE DON'T FINISH UNTIL THE JOB IS DONE

Sometimes,late nights are just part of the process. We'll work very hard to get you what you need, when you need it!

WE COMMUNICATE AT A VERY HIGH LEVEL

Great communication between agents and all other supporting staff is essential. This is where we excel - and other agents fail.

Let's take it step by step
Step 1 Understand the market
Step 2 Evaluate your goals
Step 3 Determine list price
Step 4 Prep your home to sell
Step 5 Marketing your home
Step 6 Deep dive into the offer
Step 7 Executing the contract
Step 8 Closing day prep

STEP 1

Understanding the current market

Okay, here's the bottom line... we ALL want to get the most value out of our homes. However, it's also important to take into consideration what the market actually values your home for, because if it's overpriced, it will sit stagnant on the market without any written offers. This is a situation we want to distance ourselves from as much as possible.

In real estate, there is a solution to every home that doesn't sell, and more times than not, that means decreasing the price. And it's not associated with a lack of marketing efforts, because we can be pulling every trick out of our hat to market your property, but if your local market shows that your house is overpriced, it simply won't sell. We'd love to meet a cash buyer who will fall head over heels in love with your home, enough so that they are willing to pay over the asking price. And although this can happen, it is incredibly rare, and should not be relied on.

Because most buyers apply for a mortgage to purchase a home, the bank will not finance your sales amount if the appraisal comes back lower than the offer. By listing your home at the correct market price, not only can you guarantee a much faster sale, you can also avoid the headache of going under contract with a buyer, with the anticipation of a close, only for everything to fall apart towards the end because the appraisal values did not match up.

Here's the main thing - let's be realistic about the price point for your home. Keep in mind that listing it slightly lower than it's value is going to have a greater likelihood of a bidding frenzy that drives up the cost than expecting an offer on an overpriced home.

STEP 2

Evaluate your own *goals*

Putting your home on the market and getting it sold can take an emotional toll, and it has a lot of fast moving components.Especially based on how desirable your home is, a sale can happen the moment your house goes on the market.

Planning and evaluating your motivation to move out of your current house will give you a better chance of completing the sale, stress-free. You can have an understanding of what your next steps will be, and we can assist you with the transition into a new home. Discuss with us if you will need help finding another home locally, or if you may need a referral for an agent who can help you transition comfortably into a new house in a different state.

Make sure when it comes time to talking with us and putting your house on the market, that you are certain selling is the right decision for you and your family. Having cold feet in the middle of a transaction can create legal issues brought on by the buyer, so protect yourself by ensuring the decision to sell is what is best for you in your current situation.

Once you have the motivation to take the next step in your life, we can discuss how we can help you move forward.

STEP 3

Determine the right *price*

Remember,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 is important to understand that the amount you want may not be a realistic price for the market – and it is our job to be honest with you about what we feel will work and what will not.

THE MARKET VALUE OF YOUR HOME IS BASED ON A FEW DIFFERENT FACTORS:

- Current market trends
- Comparable sold listings
- Current nearby competition
- Condition, age and any updates made to the home

STEP 4

Prep to sell the *home*

Selling your home is exciting, but it also requires a lot of work. Here are a few basics that can make a huge difference when it comes to finding the perfect buyer!

INTERIOR

- Clean well – less is always more
- Depersonalize the home – remove family pictures
- Replace burnt out lights and dust fixtures
- Deep clean entire house as much as possible
- Touch up paint on walls and doors

EXTERIOR

- Increase your curb appeal by making small changes
- Mow the lawn on a regular basis
- Replenish new mulch in the front flower beds
- Trim any unruly bushes

A FEW GOOD TIPS

- No one pays much attention to the garage – feel free to use is as a 'catch all' for items moved from the home
- Aromas can be very beneficial or very detrimental – be aware of this important fact!
- These are all applicable aspects to 'photo day', as well!

STEP 5

Marketing efforts

1. Professional pictures are part of the package. We have a great partnership with photographers in the DFW area who are all exceptional.

2. Your listing will be posted on the MLS (Multiple Listing Service) and also will be added to Realtor.com and Zillow.com to locate any and all potential buyers.

3. We will leverage the impact of social media marketing by using our various pages and numerous followers to promote your home.

4. We use great signage and blue 'Supra' lock boxes on the front door which allow us to track agent/buyer visits and solicit feedback from them, also.

5. Open houses – we believe that the first weekend is our best opportunity to garner attention and buzz for your home. We get one shot to do it right!

6. We will actively share your listing with other agents we have worked with. It's great to work with agents we have already had successful transactions with.

STEP 6

Understanding the incoming *offers*

As any quality agent should do, we will prepare you to fully understand what a great offer looks like–and we are mandated to present all offers at all times…for YOU to make the call.

There are a lot of moving parts to an offer! Some of the terms that we will make you comfortable with include, but are not limited to:

- Offer total – cash and financed portions
- Fixture and Natural resource leases
- Earnest money and Option money
- Option periods and what they mean
- Title policies and who pays for it
- Surveys and the T-47 Affidavit
- HOA resale certificates
- What to expect with inspections
- Repair requests from buyers
- How contingencies work
- Residential service contracts
- Residential leasebacks
- Working with title companies
- Backup offers and how they can help
- Working shoulder to shoulder with the other agent and supporting players in the transaction.

STEP 7

Executing the contract

Once you've signed off on the perfect offer, you can move forward with the sale. If they are a cash buyer, they will generally be able to close in a couple of weeks, and financed purchases generally will take about 30 days.

This waiting period is also when the title company can ensure the transfer of the title on the property to the buyers without any complications. During this period, an inspection and appraisal will also take place. It's important to be open to making repairs if a repair request is received after the home inspection, to keep the deal moving in the right direction. This step will be something you will discuss with us and we will negotiate directly with the buyer's agent.

Once the inspections and appraisal are done, and any requests are agreed upon, you will be closer to closing on your property. The clear to close will come a few days prior to closing, after the buyer has fully been approved by the bank for the mortgage.

After the buyers get the clear to close, you will meet with your agent at the title company specified in advance, and sign over the documents to the buyers. If you end up selling your home for more than what you owe, you will receive the funds by wire transfer or check.

STEP 8

Let's close!

Closing day is the **FINAL STEP** in getting your home sold. This is the day when all documents are signed, funds are dispersed and ownership formally changes hands.

Expenses that the sellers can pay may include, but are not limited to:

- Title insurance policy
- Residential service contracts
- Real estate agent commissions
- Recording Fees
- Remaining balance on mortgage
- Any unpaid assessments, penalties or liens against your property

Final walkthroughs for the buyers:

This is intended to allow the buyers to take one last look at the home prior to obtaining ownership. The final walkthrough is typically completed after the seller has moved out and allows the buyer to confirm that agreed-upon repairs have been made, and that there are no new issues that have arose.

What you need to bring to the closing:

- Current government-issued ID
- House key

What to leave at the home

- Any extra keys
- Garage door openers
- Any extra accessories for fixtures in the home

PICTURE DAY CHECKLIST

Here is a checklist from Mostly Media–a great company we work with! Follow these tips to guarantee a fantastic shoot!

GENERAL

- ◯ Vacuum and/or mop floors
- ◯ Clean and declutter counter-tops
- ◯ Turn on all lamps and overhead lighting.
- ◯ Replace burned out light bulbs.
- ◯ Open blinds and window treatments.
- ◯ Remove personal or religious items.
- ◯ Minimize holiday and seasonal decorations.
- ◯ Put away laundry, clothing, jackets and shoes.
- ◯ Remove pets, bowls, pet beds and toys.

BEDROOMS

- ◯ Make beds and arrange pillows.
- ◯ Clear nightstands and dressers.
- ◯ Remove visible clutter from under the bed.

KITCHEN

- ◯ Put away dishes and cleaning products.
- ◯ Remove small appliances.
- ◯ Clean and clear countertops.
- ◯ Remove fridge magnets, photos and notes.

EXTERIOR

- ◯ Remove vehicles from driveway and front of home.
- ◯ Close garage door.
- ◯ Clean up landscaping (mow, trim shrubs, clear leaves or shovel).
- ◯ Remove water hoses.
- ◯ Remove trash cans.
- ◯ Replace all broken or burned out lighting.
- ◯ Open any patio umbrellas and uncover grill.
- ◯ Turn all exterior lights on.
- ◯ Clean porches and organize outdoor tables/chairs/cushions.
- ◯ Remove toys and sports equipment from yard.

BATHROOMS

- ◯ Empty waste bins.
- ◯ Put away toilet brushes and plungers.
- ◯ Clean mirrors, counter tops, sinks, tubs and showers.
- ◯ Arrange towels.
- ◯ Clear counter tops (medications, personal items, etc.)

PRO TIP

It's best to plan to leave your home and give the photographer a non-occupied space to work with. It also helps them not to get distracted. Even if you're shuffling from room to room to "stay out of the way," it's very distracting. You will get the most out of the process if the home is unoccupied.

MOSTLY MEDIA

OPEN HOUSE CHECKLIST

- Reduce all areas of clutter
- Lockup or remove any valuables you may have in the home
- Remove pets, food, toys from the home
- Sweep all patios and pathways
- Remove excess vehicles from the driveway or park in the garage or down the street
- Turn off sprinklers and watering systems for the day
- Check that all lights are working
- Remove personal photos and magnets/items on refrigerator
- Leavethetoiletseat down, clean mirrors, bathtubs and sinks
- Turn on soft music
- Turn on all lights
- Buy a new doormat
- Dust all fixtures
- Open all windows 1 day prior to Open House to freshen up the space
- Light candles to create a great aroma
- Purchase fresh flowers to decorate your kitchen and dining room

We're sure you have questions and we're here to answer them for you!

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