

what you need to know before selling your home



COLDWELL BANKER
REALTY

BRAND POWER

A name that commands instant respect and trust the world over





Thank you for allowing me to show you why I love selling real estate and explain how my "Strategic Marketing Plan" will work for you and help you achieve your goals.

Whether you're buying or selling a home, it's my goal to ensure that you have the most satisfying experience possible. Exceeding your expectations is paramount. When it comes to selling, it is my philosophy that the pre-marketing phase, where we price your home to sell and effectively stage it, will help maximize profits and expedite the sale. I strive for 100% satisfaction from the moment you hire me, through negotiations and all the way until closing, moving you on to the next chapter of your life.

I believe my happiest clients are educated clients and I want to ensure you know everything you need to before selling your home. Included in this package are:

- ✓ My Pledge to You and Client Reviews
- ✓ Top 10 Reasons to Use an Agent
- ✓ Five Essentials for a Successful Sale
- ✓ 8-Step Home Selling Process

At this point I don't know all of your particular needs, nor do I entirely know your financial and family situation. I do know that selling a home can be extremely stressful or extremely exciting. My job is to provide you with enough information to make good decisions and to make your move as stress-free as possible.

As you look through this package, write down any questions you have. I'm sure I will cover everything closer to the time you are ready to put your home on the market.

My business is built on referrals, repeat clients and satisfied client referrals. My promise to you is my unwavering commitment to integrity, always striving to gain your confidence and above all trust. I truly care and look forward to serving you.

Respectively yours,

Tina Houston, SRES®

818.448.2867

ABOUT TINA

Tina began her career in real estate in 2001. Prior to that, she worked for 14 years in the legal profession as a paralegal. This experience helped her develop the skills to negotiate and the confidence to excel, no matter how complex a transaction may become. Tina is devoted to creating working relationships by servicing all of her clients' real estate needs. She views herself as a partner to her clients, as she works with them side by side through every step of the transaction. Her clients' best interest is her only interest, and these are far more than just words for Tina – they are the pledge she lives by.

Tina is a consistent top producer and has developed an impeccable reputation within the real estate community. Her clients' testimonials consistently cite her professionalism, genuine compassion and integrity as the reasons they choose to work with her, time and time again! She has been consistently recognized for her production in both transactions and volume, including being in the top three agents in the Dilbeck/Studio City office, 2016 - 2019. Dilbeck/Studio City closed its doors in February 2020. Almost immediately, Tina partnered with the Coldwell Banker Realty Studio City office, because it had the same core values she believes in—a brand power that commands instant respect with a century of innovation and global presence.

Tina is extremely passionate about helping people through the detailed process of buying and selling, and consistently delivers the highest level of professional representation, integrity and trust. As a certified Seniors Real Estate Specialist®, Tina knows the unique challenges that her mature 55+ clients face. Through her continued education, Tina has equipped herself with both the tools and expertise needed to guide her clients through the critical phases of real estate sales, creating a smooth path to ownership. If you find that your retirement dreams are located in another city or state, Tina's certified knowledge as a trained relocation specialist nationwide will get you there with grace and confidence.



Home. It's Everything.
TINA HOUSTON
REAL ESTATE PROFESSIONAL

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My Pledge to You

I pride myself in consistently providing the highest quality, most innovative and exceptional real estate service available anywhere in the Greater Los Angeles County area.

My client's needs always come first. I have built my business one satisfied client at a time, and my goal is to exceed your expectations at every turn. I constantly strive to create and implement innovative marketing strategies to get my clients maximum exposure when selling their home.

My guarantee to my clients:

- ✓ Honesty and integrity in every situation
- ✓ Ongoing communication to keep you up to date
- ✓ Continuous improvement of my services with the hope of exceeding your expectations
- ✓ Creation of a fun, stress-free atmosphere to ensure you enjoy your move
- ✓ Service after the sale to help you with everything you need during and after the move

What My Clients Have to Say

"You are lucky to have someone like Tina working for you." - *Eric Thompson. (Seller)*

"Tina Houston is great at what she does and has been helping me for 10+ years. I would recommend her to my friends. She is very helpful and kind." - *Getnet Tegaw (Buyer)*

"Tina is very trusting person and friendly!! She made this whole process way easier on my husband and I. She is very professional! Tina was also very patient with my needs. No matter how much I seemed to bother her she was very understanding and polite!"
- *Lucy Ayvazyan (Buyer)*

"From our first meeting it was clear to me that Tina understood my goals and that she had the experience and knowledge I was looking for to handle my real estate needs. She offered her advice and guidance without being at all overbearing. When appointments were running late, she texted me and kept me in the loop. Tina understood that I also had a busy schedule. So she worked with me to keep things as simple as possible."
- *Mary Pastore (Seller)*

"Tina Houston is exceptionally knowledgeable, personable, accessible and creative. She's comfortable in her role as a real estate agent and presents her ideas honestly and with confidence. Several people who visited our Open Houses subsequently commented to me on how Tina approached them conversationally and complimented her on the appealing manner she staged several rooms with "homey items"."
- *Roy M. Rosenbluth (Seller)*

For More Testimonials, go to: <https://www.realsatisfied.com/Tina-Houston>

WHY USE AN AGENT?

1. Work with a professional for peace of mind.

As a real estate agent, I adhere to a strict code of ethics, and I'm committed to ongoing education. I have intimate knowledge of sales and trends in the local market and my knowledge of contract law ensures the paperwork is handled correctly.

2. Be the first to get information on new listings.

Not only do I have access to the multiple listing service, I am also invited to exclusive "agent only" open houses that let me find out what's on the market before anyone else. I pass this information on to my clients.

3. Market your property!

I distribute information about your property to my network of agents, industry partners, preferred clients and the public. This is a way to get the word out that your home is for sale. The more people who know about your listing, the more offers we'll attract and the more money you'll end up getting

4. I know your competition.

When selling your home, I am the best person to provide you with real-time information on the listings you are competing with in your market. Based on my research, I know the price and features of competing properties, and I know how to make yours stand out.

5. Find the right property for your specific needs.

I can help source your next home that will be perfect for your needs. I know where schools, hospitals and amenities are located and I can advise you on which locations are the best fit for your lifestyle.

6. Help you evaluate your next property.

I know which inspections should be conducted, including checks for termites, dry rot and asbestos. I can help you gain access to the sales history of the property. If there are issues with title, I can help you resolve them before problems arise.

7. Negotiate the best price on your next home.

I am an expert negotiator and I can save you thousands of dollars on the purchase price of your next home. I maximize your return and give you peace of mind that you are making the right decision.

8. The best financing options.

I can assist you with understanding the various financing options available and refer you to a qualified lender or mortgage professional. Finding the right house is the first step, but finding the best financing is just as important. My goal is to ensure you can retire your debt as soon as possible and live mortgage free.

9. Refer you to great partners.

I will help you find the right real estate lawyer/title company, property inspector, tradesmen, movers and other service providers. I have a list of people who I recommend, saving you time and worry. I pride myself in delivering exceptional service and looking after your every need.

10. Know what government programs can help.

I know the current incentives and rebates that help homeowners. I let you know if you qualify for any tax credits or special financing options.



5 ESSENTIALS FOR A SUCCESSFUL SALE

1. LOCATION

The pricing of your home must reflect its location. The better the location, the higher the market price. When buyers choose a location they look for access to amenities, school districts, low traffic, easy highway accessibility, proximity to parks, etc. All of these things must be taken into consideration when determining the value of your home. We cannot control the location.

2. CONDITION

The pricing of your home must accurately reflect its condition. Your job is to make your home bright, shiny and clean (as close to a model home as possible). My job is to tell the world about it and gain maximum market exposure. Take a look around your home. What little things can be fixed that won't cost a lot, but will have a big impact on how well your house shows? I will give you suggestions of things we can do to stage the house to get you the most money when you sell.

3. MARKET

The market is always shifting. Recession, inflation, mortgage availability, competition and the public's perception of the health of the economy all play a role in house prices. It may be a buyer's market (where there are a lot of houses for sale and buyers have more negotiating power) or it may be a seller's market (where there are limited houses for sale and the sellers have more negotiating power). The pricing of your home must reflect the current market because we cannot dictate market conditions.

4. TERMS

Buyers often put terms in the purchase agreement (e.g. approval of financing, home inspection, etc.). If you are willing to accept offers with such terms, you increase the buyer pool. The price of your home must reflect the terms. For example, you can often negotiate a higher sale price if you are willing to accept terms that are important to the buyer (such as a longer/shorter closing date to meet their needs). The good news is that I'm an experienced negotiator, so I'll be in your corner to protect your interests.

5. PRICE

Price is the most important factor in the sale of your house. If you price your home too low, you leave money on the table that is rightfully yours. If you price it too high, your home languishes on the market and other agents use it as a tool to sell their listings by showing better value in competing homes. Once a house is on the market for a while, all buyers ask the same three questions:

- How long has it been on the market?
- What's wrong with it?
- I bet they're getting desperate, should we try a low-ball offer?

Failure to properly price your home can cost you thousands of dollars. Setting the right asking price is the single biggest factor that determines the success or failure of your home sale. That's where my knowledge of the market and pricing expertise come in. I will help you choose the right price that will get you maximum exposure in the market, so you sell quicker for the most amount of money.



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8-STEP HOME SELLING PROCESS

1. UNDERSTAND THE MARKET

The first step is to be sure you understand how local market conditions affect the price you choose. Markets change from city to city and from neighborhood to neighborhood. The value of your home is determined by supply and demand. If there are a lot of sellers and few buyers, prices tend to go down and homes take longer to sell. This is referred to as a "buyer's market". But when the opposite is true and there are many buyers but few homes for sale, prices rise and homes will sell very quickly. This is known as a "seller's market". How do you know which market you are currently in? That's where I come in. I am a local expert and I prepare a local market analysis for you. I not only determine what type of market you are in, but I study your neighborhood and compare your home to others based on style, size, number of bedrooms, baths, garage, view, lot size, etc. I cover all of this with you when we meet in person.



THE BEST TIME
TO SELL IS NOW



COLDWELL BANKER REALTY

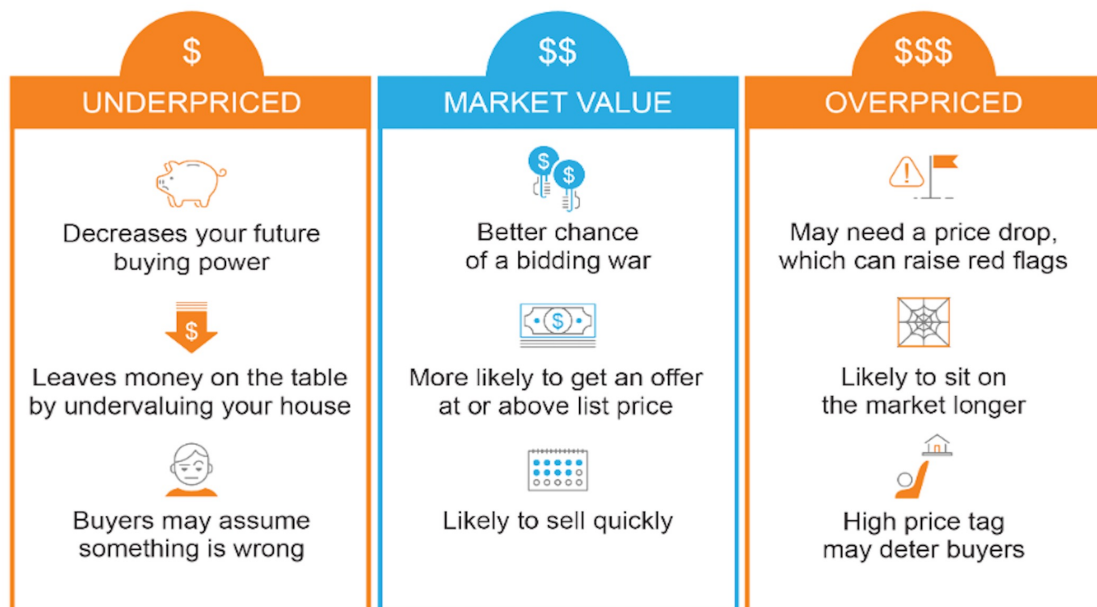
2. ESTABLISH A PRICE

The next step is to arm yourself with the facts. By not establishing a realistic price from the beginning, many home sellers end up costing themselves thousands of dollars. If you price your home too HIGH, it will sit unsold and become "stigmatized" or "shop-worn". If you price it too LOW, you may give away thousands in profit to a total stranger. Either way you lose. Choosing the right price sets the stage for the entire selling process. Be objective and remember that selling your home is a business transaction and you need to put your personal feelings and attachments to your home completely out of the equation. This is critical.

No matter how attractive and polished your house may be, buyers compare its price with everything else on the market. I prepare a Highest Price Analysis and research all recent sales of similar properties in your area, so you can determine what the true market value of your house is. My analysis differs from a formal appraisal. The biggest difference is that an appraisal is only based on past sales, whereas I take currently available properties and pending sales into consideration. Another major difference is that while an appraisal can cost you several hundred dollars, I am happy to do a Highest Price Analysis free of charge.

The ultimate decision regarding how much to ask is yours, but I help you make good decisions. I strongly encourage you to not fall into the temptation of overpricing your property as this will cost you thousands of dollars in the long run. Real estate agents don't establish house prices, the market does. I mention this because many agents may try to win your listing by saying they can get you more for your home. These attempts are done in hopes of signing the listing and coming back at a later date asking you to reduce the price. After all, you're already under contract. Remember, agents don't establish price, the market does. You can count on me to be honest with you about the price of your home and what it will take to get it sold.

Why Pricing Your House Right Matters



3. CALCULATE YOUR BOTTOM LINE

Once market value is established, you can calculate your bottom line. This is the amount you walk away with after all the expenses related to selling your home are paid. Closing costs vary depending on how the contract is structured. Common closing costs include real estate commissions, legal fees, mortgage discharge fees, condominium transfer fees, property taxes owing, home warranty fees, required repairs, etc. It may sound complicated, but that's where my expertise comes in. I will show you how much money you can expect to net from the sale of your home.



4. CHOOSE THE RIGHT AGENT

There are so many real estate agents in the market, how can you be sure you are making the right choice? It comes down to honesty, integrity, experience and a proven track record. I believe in an honest and upfront approach to selling your home. I will not tell you what you want to hear only to let you down later when your property doesn't sell. I'm not interested in taking your listing just to put a for sale sign on your front lawn. I'm only interested in taking your listing if I can put up a sold sign.

Different agents charge different commission rates. Don't be fooled. What may seem like a good deal in the beginning could end up costing you thousands of dollars. When considering what is a fair commission rate to pay, take into consideration the marketing strategies your agent uses. Marketing costs money, and without the right marketing you won't attract the right buyers. The longer your house sits on the market, the lower the offers you will attract. When it comes to paying commissions, don't focus on how much you are paying, focus on what you are getting. A strong negotiator can easily earn you thousands more on the sale price of your home, making them worth every penny. Be smart and ask the right questions, but be willing to give your agent the resources they need to get the job done. If you think hiring a professional is expensive, wait until you see how much an amateur costs you!

When You Hire Tina. . .

When your clients expect the best, you give them the best. Tina Houston brings nearly 21 years of trusted real estate experience.

Her listing concierge team creates a unique and exciting marketing strategy specifically for your home. When you hire Tina to market and sell your home, you're hiring your own creative marketing department, a proven sales force and an advisor you can trust with your most import investment.

In this highly competitive market, it takes expertise and passion. Tina is extremely passionate about helping people through the detailed process of buying, selling and investing in real estate, and her expert analysis of market trends helps her clients achieve unparalleled results.



5. PREPARE YOUR HOME FOR SALE

There are really two phases when it comes to preparing your home. The first is getting ready for the market and the second is getting ready for showing. Let's start with the first phase, getting ready for the market. The best way to do this is to walk around your entire home with a notepad, paying careful attention to everything. Check the walls for chips, holes and uneven paint. Fix all leaky faucets and make sure they shine (consider replacing them if they don't). Does your home require minor repairs? Consider curb appeal. It is always a great idea to put a fresh coat of paint on the front door and garage doors. Stain the deck and fence. Trim the gardens. First impressions are everything when it comes to attracting buyers.

Once your home is officially for sale you need to make your home sparkle. This is an area where you can't overdo it. Be sure to concentrate on the kitchen and bathrooms. Your buyer expects a used home, but the brighter your home shines, the easier your buyer can see themselves moving into the house and making it their own.

It is time to unclutter. It's a good idea to box up any items you haven't used in a while. This adds visual square footage to your home, increasing it's perceived value. After years of living in your home, clutter collects without you even realizing it. But the buyer does notice it and is drastically affected by it. Clutter collects on shelves, counter tops, drawers, closets, garages, attics and basements. Pretend you are walking into your home for the very first time. Or better yet, get an outsider's opinion. Ask a friend to point out clutter. Box it all up and store it until you move. Now might be a good time for a garage sale. If you were going to get rid of anything before you move anyway, do it now before the house is even shown.



6. OFFER INCENTIVES

When listing your home for sale, you want to make it very appealing to buyers. There are several things you can do to help your home stand out from the competition. Perhaps you want to include the appliances or window coverings. If your home is a little older, you can offer a home warranty, so the buyers have peace of mind that the house is in good repair. Consider offering a redecorating allowance, so the buyers can paint or complete repairs after moving in.

A little known way to sell your home quicker and for a higher price is to offer a higher commission to the agent who brings you the buyer. You may be asking yourself how paying more can actually net you more, but it's a rather simple concept. By raising the commission to the buyer's agent, you could consider it a 1% loss to you, but that same 1% is a 14% gain to the agent who sells your home. Let's pretend you are a real estate agent. If you had three houses to show your buyers, one offered a 2% commission, one offered a 2.5% commission, and the third offered a 3.5% ... which would you be most excited to sell? The more showings you get, the more offers you will receive. The more offers you receive, the higher price you will get for your home, and the quicker it will sell.



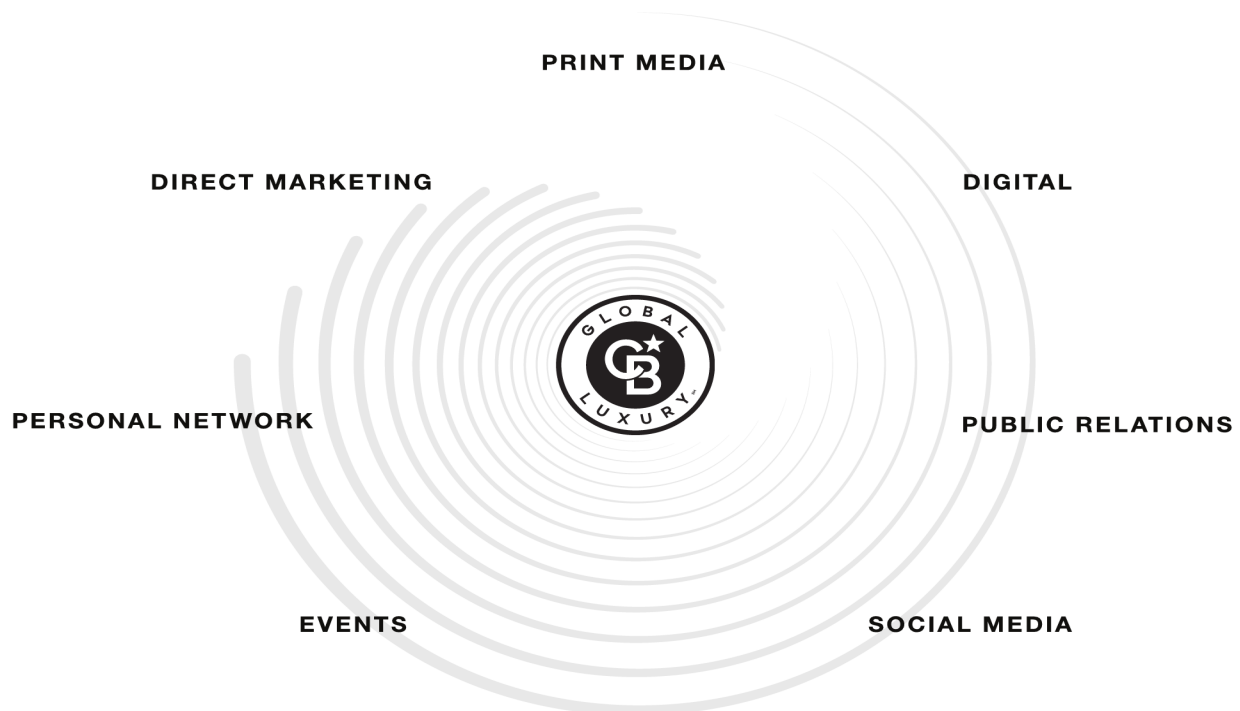
7. MARKET YOUR HOME

It is now time to bring on the buyers. I have a stellar marketing plan including professional photography and videography to showcase your home in the manner it deserves. My online marketing is second to none and attracts the majority of buyers who start their home search online.

To maximize your potential for success, it's important to market to three groups ... brokers, neighbors and buyers. To effectively and aggressively target all the groups, I use open houses, feature sheets, just listed postcards, print media, internet strategies, telemarketing campaigns and more. I leave no stone unturned when it comes to marketing your home to ensure you sell for top dollar.

360° MARKETING APPROACH

We offer an impressive global stage from which to showcase your home. With the Coldwell Banker Global Luxury® program, I am truly borderless and come armed with a complete suite of tools designed to share the beauty of your home with an affluent audience at all times, no matter where they happen to be in the world.



8. NEGOTIATE THE OFFER

The key to remember here is not to get caught up in games. If you keep your goals in focus you are better able to respond to offers. You will have three choices when an offer comes in. You can accept the offer, reject the offer, or make a counter offer. You should know, however, that a counter offer is a rejected offer. The buyer has no legal tie or obligation to the contract once any minor changes are made to it. Although the price is the main focus of the offer, you need to closely review every detail. These details include down payment, deposit, possession date, personal property items included such as appliances or furniture, and conditions such as financing, home inspection and home warranty. Remember, any change to the original contract is technically a rejection, so only make changes if you are positive you cannot live with what is offered. It is important to put yourself in your buyer's shoes and not see them as a rival or enemy, but rather as someone who wants to buy your home. Once an offer is accepted, I am there every step of the way to closing making sure everything goes smoothly until the moving vans arrive.

HOW I WILL HELP YOU

As you can see, selling your home involves much more than placing a for sale sign in your yard, posting an ad in the newspaper and waiting for buyers to appear. This is why sellers have hired professional real estate agents for the last 200 years. When we meet, I help you determine the best price for your house, I point out things you can do to your home that won't cost a lot but will make it more appealing to buyers, and I show you how my marketing strategies will get you maximum exposure for your home, ultimately selling it for the highest price possible. I'm excited to help you with your move.



Tina Houston
Realtor®
818.448.2867

SERVICE GUARANTEE

I am dedicated to providing you with professional, courteous and responsive service to help you sell your property. To fulfill this commitment, I agree to:

1. Dedicate myself to making the process of selling your home as successful as possible.
2. Respect you and your needs and be honest and forthright.
3. Maintain your confidentiality and hold your best interests in the highest regard.
4. Consult with you to determine your particular needs.
5. Value and respect your time, understand your needs and quickly respond.
6. Use my experience, knowledge and training to best serve you.
7. Explain each step of the process, so you can make informed decisions.
8. Provide an action plan for selling your house in an acceptable time frame.
9. Continue meeting your real estate needs to the best of my abilities.
10. Provide you with timely feedback on all showings and open houses.
11. Keep you up to date on all activity with your listing.
12. Give you as much advanced notice as possible when booking showings.
13. Assist you in negotiating a successful offer to purchase when the time is right.
14. Provide you with information regarding other professionals and services (e.g. movers).

If you are unhappy with my services for any reason, you can notify me and I will rectify the issue to the best of my ability within 72 hours. If I do not live up to my commitments as outlined above, you can request that my broker/manager assign your listing to another salesperson within our brokerage.

At your service,

Tina Houston, SRES®

818.448.2867



COLDWELL BANKER

THE PATH TO SELLING SMART
FROM THE START