

Selling A Home 101

GET THE MOST VALUE OUT OF YOUR HOME'S SALE

**FINDING THE
RIGHT REAL
ESTATE AGENT**

**UNDERSTANDING
THE MARKET**

PREPPING TO SELL



Welcome



HI, I'M CATE!

I am a Broker with multiple designations that loves working with buyers and sellers. I have 2 wonderful sons that are my whole world, a husband in Law Enforcement that is my better half, and 2 rescue mutts! I love going for hikes, taking my kiddos on new adventures, and curling up with a historical fiction novel in my free time.

I created this free guide to provide home buyers with the stepping stone to starting their home buying journey. I want to equip you with the right tools so you can feel confidence when buying your first, second or forever home.

Whether you're ready to get started tomorrow or 12 months from now, I've got your back! I always tell my clients "a prepared buyer is a successful buyer" and I can't wait to help you navigate your home purchase with the least amount of stress and maximum amount of fun as possible. Let's do this!



Welcome

HI, I'M JUSTIN!

I am your Central Texas Realtor! I was born in the DFW area but raised in Clifton, TX. I love selling everything from single family residential to farm and ranch. I have a dog named Jack that goes with me everywhere, one of my favorite spring/summer activities is hanging out on Lake Whitney on my pontoon boat.

I diligently work for everyone of my clients making sure they are extremely happy with their investment(s). Many of my clients come back time over time due to the time and effort I put in with their transactions.

I hope this guide helps you and our Team can help you through your next transaction. You will be impressed by our service level!

YOUR NEXT STEPS:

Focus here:

Focus on your budget to sell, this includes upgrades pre-list, repairs during negotiations, closing costs etc. Knowing your bottom dollar is a top priority.

01



02



Be flexible here:

What repairs are on your list that you could compromise on? Be prepared to pre-pack, declutter, stage, and have your home show ready.

Get ready for Marketing:

After we strategize on positioning your home in the market. We will schedule a date for the visual marketing to be completed. Then within a matter of days, you will be live on the market.

03



Your Home

YOUR HOME'S CONDITION AND DETAILS

Home Address: _____

Bedroom Count: _____

Bathroom Count: _____

Sqft: _____

Purchase Price: _____

List Price: _____

Property Condition: _____

Extra Home Features:

Things to Think About



DO YOU HAVE A TIMEFRAME FOR GETTING YOUR HOME LISTED?

It's important to prioritize meeting with The Truss Team as one of the first things you do. You want to have a clear plan before listing your home including making sure your house looks it's absolute best.

So for example, If you're 30 days out from wanting to put a for sale sign in your yard and get your house on the market, you'll want to expedite your checklist!



WHAT IS YOUR NEXT STEP?

Are you moving locally? Will you need to start a home search for a new house right away? Do you have to sell to buy? Make a plan for this with your me as well. Share any details that are contingent to selling your home.

For example, if you need to find a new house before closing on your current home, this is something you'll want to plan for in advance.



WHAT ARE YOUR ESTIMATED NET PROCEEDS?

Once you've hired us and determined the list price of your home, you'll want to get an estimate of what the proceeds from your home sale will be. Since you don't know the Accepted Offer price yet, this is only an estimate.

Be aware of the expenses you're responsible as a home seller. Knowing this up front will eliminate any surprises once you're in the middle of a transaction.



WHAT DO YOU LOVE MOST ABOUT YOUR CURRENT HOME?

Make a list of the things you love most. Whether it's a specific home feature such as a sunny screened in porch or the bike trail that runs behind your neighborhood where you run every day - Writing these down will help your me be able to best market the lifestyle of living there!

Finding Your Agent

Having the right professional to help you through the sale of your home is an invaluable asset. You deserve to get the most value from your home's sale.

- Works & negotiates for YOU, not the buyer's best interests.
- Can provide an accurate market analysis of your home.
- Handles the scheduling of buyer tour requests and ensures anyone viewing is pre-approved.
- Able to navigate legal contracts to ensure you are being taken care of, not taken advantage of, when selling your home.
- Helps you navigate the selling process to easily transition into your new home.
- Stays aware of ever-changing local and federal laws that are pertinent to home selling.
- Helps you negotiate the best price and best terms so you aren't underselling your home.

IT'S MORE THAN PLACING A SIGN IN THE YARD

**GOING ABOVE AND BEYOND
TO GET YOUR HOME SOLD.**

- + Property Website
- + Property Flyers
- + Property Brochures
- + Property Postcards
- +Property Website
- +Visual Marketing
- +Appraisal Packet
- + Facebook Marketing
- + Other Social Platform Marketing
- + Listing Your Home on Zillow
- + Listing Your Home on Realtor com
- + Syndicating Your Listing To
Thousands Of Agent Websites
- + Showcased On MLS
- + Open Houses
- Sign-In For Follow-Up
- + Property Videos For YouTube
- + Email Blasts To Local Buyers
- + Staging (terms apply)
- + And More Unique Marketing
Techniques !



ZESTIMATES AND YOUR HOME

BEING AWARE OF MARKET CONDITIONS GIVES YOU THE RIGHT OUTLOOK WHEN IT COMES TO PUTTING YOUR HOME ON THE MARKET

We all want the most out of our home, if we can make more than we put into it, the better! Keep in mind that market conditions are always changing and this can impact the value of your home. Relying on sites like Zillow or Trulia to give an estimation of your property's value can and often times leads to disappointment.

Texas is a non-disclosure state, so any "value" they determine gathered by owner's that disclosed their purchase price, the FSBOs on their website, and tax appraisal values.

Their values can differentiate by up to 20% of what their Zestimates claim, their words, not ours. This is why it's imperative to hire a professional to provide a true analysis of your property so you can have a better understanding of what your home is worth in current market conditions. You can then make the decision of selling your property if it's the right step to take based on it's value.

Pre-Listing to do list:

CLEAN, REPLACE, PACK AND ORGANIZE

Deep clean bathrooms
Wash Shower Curtains
Wipe down baseboards
Have carpets professionally cleaned
Wipe down hard to reach spots
Dust fan blades and blinds
Wash down kitchen cabinets
Wipe down doorknobs
Wash windows and ledges
Deep clean kitchen and appliances
Wipe down light switch plates

Replace light bulbs where needed
Replace Door Mat
Purchase white linens and towels
Replace Air Filters

Remove gallery walls & family photos
Swap out large framed photos for artwork
Give every room a purpose
Invest in additional lighting if needed

Bookshelves - remove anything smaller than a baseball
Coat Closet - store what you don't use regularly
Bedroom Closets - Remove half of what is inside (store and / or donate), then organize what's left
Bathroom / Linen Closets - Fold towels nicely, buy organizing bins, throw out expired products and medicine
Shoe closet: Add shelves and stack shoes nicely (store off season shoes)
Declutter & organize the mudroom

Tackle painting projects - refresh rooms
Touch up interior doors
Touch up interior paint
Power Wash Deck and patio furniture
Replace outdoor bulbs

Create Curb Appeal
New Mulch
Weed
Trim Bushes
Pops of Color

THE HOME SELLING BREAKDOWN

01

MEET YOUR MODERN REALTOR & ESTABLISH YOUR PLAN

Set up a Zoom or Facetime call so we can meet and establish your specific game plan. This includes getting your home market ready, talking about your goals, timelines, if you are buying discussing home search criteria, deal breakers, must haves, all the things.

02

PRE-PACKING AND STAGING

This is full Mario Kundo. Minimize clutter in closets, have a yard sale for things you don't need, take down religious affiliated items, family photos etc. Do any paint touch ups and start to clean! If you need staging assistance I can help!

03

DEEP CLEANING AND MARKETING

First, it is always good to have a deep clean before photos. Make sure the inside and outside of windows are done and take off any screens (DO NOT THROW THEM AWAY!), clean fans, baseboards, power wash the exterior, create curb appeal. I know this sounds overwhelming but I will not leave you in the lurch. This will help the visual marketing POP! We will schedule the visual marketing. This can take anywhere from 1 hour to 4 hours depending on the size of the home and what we are working on.

04

GO LIVE

This means we are in MLS and all social media, and property websites are up and running. Showings are by appointment, we gather feedback as it comes, and we review any offers.

05

CONTRACT TO CLOSE

We will review these all in depth as to the terms, but ideally we accept an offer, the buyers do a home inspection, we negotiate repairs if any, appraisal, then we move to closing!

Resource Library

Dear future home seller: It's important to remember that you shouldn't start this process alone! Did you know most of my clients meet with me 6+ months before they're even ready to start the home selling process? My goal is to equip you with all of the tools necessary to start this journey as prepared as possible. The first step in that is to schedule a phone appointment or coffee chat with me so I can learn about your goals and set you up on a plan to achieve them.

HERE IS MY LIST OF RESOURCES THAT YOU'LL
HAVE ACCESS TO WHEN WORKING WITH ME:



HOW TO CREATE A LIFESTYLE BUYERS WANT



HOW TO PREPARE YOUR HOME FOR A SHOWING THAT SELLS



SHOWING PREP CHECKLIST



READY, SET, STAGE: HOME STAGING ESSENTIALS SHOPPING GUIDE

Currently Held Designations and Certifications:

GRI: The Graduate, REALTOR® Institute (GRI) symbol is the mark of a real estate professional who has made the commitment to provide a high level of professional services by securing a strong educational foundation.

ABR: The Accredited Buyer's Representative designation from the Real Estate Buyer's Agent Council helps prepare real estate professionals to represent buyer clients in residential real estate transactions and provide the quality of service and degree of fidelity to buyers that sellers have customarily enjoyed.

SRS: Whether you are new to the industry or a seasoned veteran, the SRS Course will redefine your "normal" and reinvent the way you represent sellers. You will learn tips and tools that will equip you to list in today's marketplace.

RENE: This Certification is designed to elevate and enhance negotiating skills so that today's real estate professionals can play the game to win.

ePRO: E-PRO is a training program presented entirely online to certify real estate agents and brokers as Internet professionals. E-PRO is not just about technology; it's about how you can leverage your most powerful asset, your people skills, into doing more business on the Internet.

TRLP: The Texas REALTORS® Leadership Program educates participants and shows them how to use their talents to make a difference in their professional and personal areas of interest.

C-RETS: The Certified Real Estate Team Specialist (C-RETS) certification is designed to improve team development, individual leadership skills, and financial performance. The courses provide the tools, strategies, and knowledge that are required of today's real estate professionals who are either considering or currently operating in a team environment. It is for team leaders, team members, those looking to start a team, and those who simply want to sharpen their management skills.

MRP: The Military Relocation Professional (MRP) certification is for real estate professionals who want to work with current and former military service members. The MRP certification program educates REALTORS® about working with U.S. servicemembers and their families and veterans to find the housing solutions that best suit their needs and to take full advantage of available benefits and support.

CPE: The Certified Probate Expert has sharpened their skills to be able to serve the families that have suffered a loss. These agents are the premier agents in this niche and are the best chance at success in the sale of a property after probate or held in an Estate.