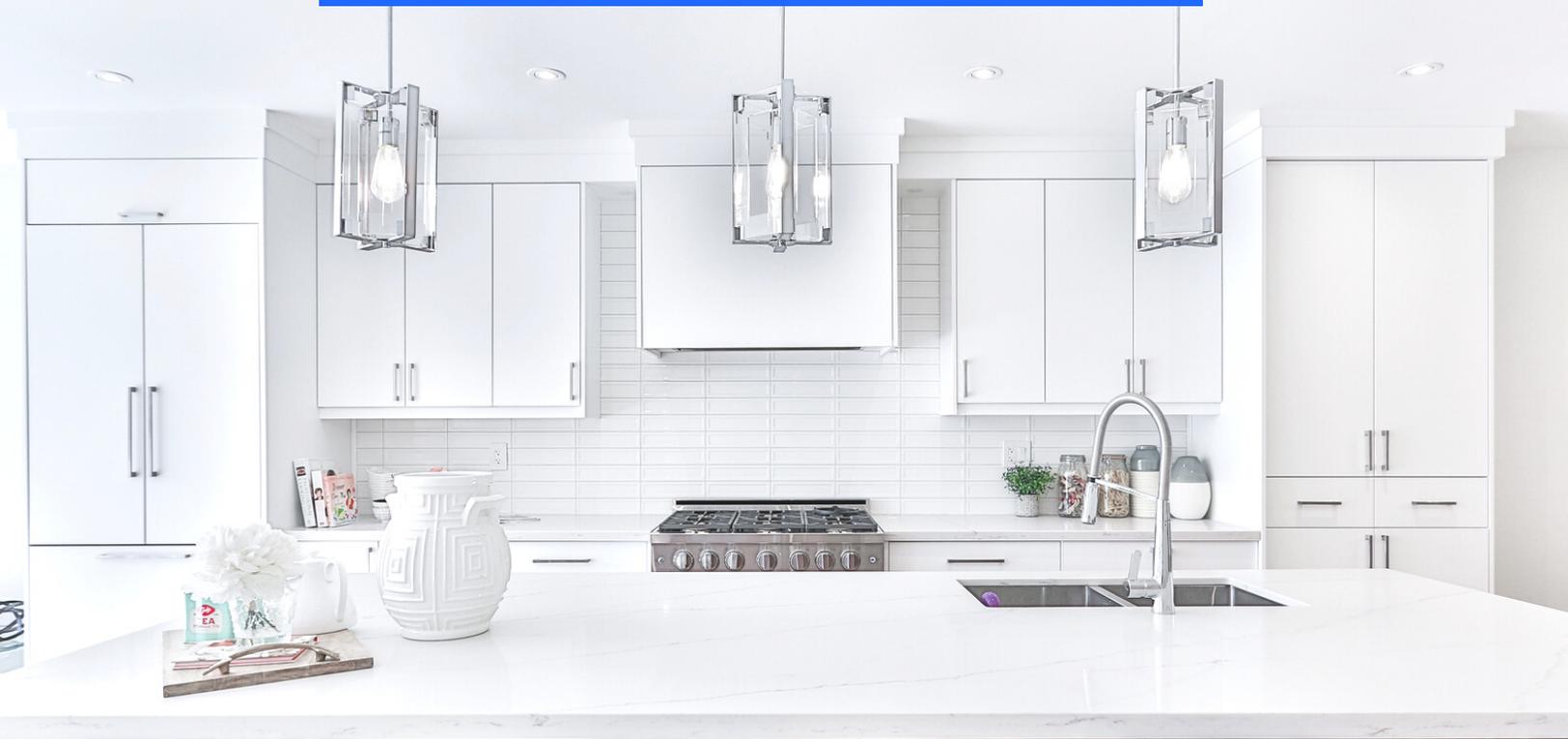


INNOVATION. MARKETING. RESULTS.



# Sellers Guide

COMPLETE GUIDE FOR MODERN DAY REAL ESTATE



# The Callander Group

## GET TO KNOW YOUR REAL ESTATE AGENTS

Real estate is in The Callander Group's genes. Steve Callander grew up in the 1980s riding through the streets of Houston with his father, longtime agent Hugh Callander, checking out properties and foreclosures and learning the industry's ropes. It's this one-on-one time that gave Steve the passion for real estate, the desire to start The Callander Group in 2007, and the commitment to grow it into a respected RE/MAX real estate team in the greater Houston area.

While real estate has changed a lot since the 80s, The Callander Group has had no trouble keeping pace. But even as they've moved from fax machines and pagers to DocuSign and virtual showings, The Callander Group has kept one thing the same: Ensuring the human element is present throughout each of their transactions.

Unlike many other brokers, The Callander Group understands the importance of relationships and goes above and beyond to foster them. They regularly contact their buyers and sellers with market and property updates, and they even set aside time to contact past clients just to keep in touch. Their focus on personalization and relationships extends well beyond real estate. Whether they're hosting happy hours or throwing holiday parties, they love (and thoroughly enjoy) keeping relationships strong.

When they take you on as a client, their focus won't be on generating a paycheck. Instead, it will be about providing a service, earning every dollar, and working to earn your trust and loyalty. They know the smallest acts of kindness can mean so much when you're buying and selling a home, and those are the things they want to be remembered for.

When Steve's wife, Victoria, joined The Callander Group in 2019, their partnership truly became a family affair. Her passion for marketing, organization and accounting keeps the back office running smoothly, freeing Steve to enjoy the one-on-one time with clients that first drew him to the business.

Lifelong Texas residents — Steve has lived in Montgomery County all his life, while Victoria was born and raised in Houston — they appreciate the importance of community. The Callander Group is a proud sponsor of many Montgomery-area events and activities, and you can always find them serving their community individually as well, donating their time to their neighbors, their church, and the Girl Scouts.

# SELLERS QUESTIONNAIRE

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

## REASON FOR SELLING

*When do you want to sell by? Is there urgency?*

\_\_\_\_\_

## DO YOU OWN YOUR HOME FREE AND CLEAR?

*Do you owe anything on the property? Are you currently paying a mortgage?*

\_\_\_\_\_

## DO YOU KNOW WHAT YOUR HOME MIGHT BE WORTH?

*What amount are you wanting to receive from the sale of your home?*

\_\_\_\_\_

## MOVING

*Will you need to move before you sell? Are you looking for a new home? Ask us about our buy/sell discount!*

\_\_\_\_\_

## FEATURES

*Tell us about any upgrades/features you would like included in your listing.*

\_\_\_\_\_

# HOME SELLING CHECKLIST

## YOUR PROPERTY LOOKS GREAT

*Here's how to get ready quickly for a scheduled home showing!*

- PUT ALL THE TOILET SEATS DOWN, HANG UP TOWELS, PUT A FRESH BATH MAT OUT
- OPEN ALL THE DRAPES AND WINDOW SHADES
- OPEN ALL THE DOORS BETWEEN ROOMS
- TURN ON ALL THE LIGHTS, INCLUDING LAMPS
- TURN OFF THE TV
- LOOK AROUND FOR CLUTTER, CLEAR AWAY PAPERS, MAGAZINES AND MORE
- CLEAN KITCHEN COUNTERS OF UNNECESSARY ITEMS (STORE THE SMALL APPLIANCES), AND PUT AWAY DIRTY DISHES
- TAKE THE TRASH OUT. IF YOU HAVE PETS, PUT UP FOOD AND CLEAN THE LITTER AREA
- MAKE SURE BEDS ARE ALL MADE AND CLOTHES ARE PICKED UP
- SWEEP AND VACUUM FLOORS
- REMOVE EVERYTHING FROM THE FRIDGE DOORS
- HIDE OUTDOOR TOYS AND GARBAGE BINS IN THE GARAGE OR ON THE SIDE OF THE HOUSE.
- PUT PERSONAL ITEMS IN A BASKET IN THE TRUCK OF YOUR CAR
- GATHER KIDS IN ONE ROOM, WHILE YOU PREPARE THE HOUSE. THEN PUT THEM IN THE CAR WITH SNACKS AND TOYS UNTIL YOU ARE FINISHED.
- GO TO THE PARK, GROCERY STORE, OR A FRIEND'S HOUSE UNTIL THE SHOWING IS OVER.
- STAY CLEAR OF STRONG-SCENTED CANDLES OR AIR FRESHENERS. THEY CAN AGGRAVATE ALLERGIES OR CREATE A SENSE OF COVERING UP OR MASKING ISSUES.

# The Process

## A QUICK GUIDE TO THE SELLING PROCESS

01

### CONSULTATION

Meet with your Real Estate Agent! Discuss listing price, terms and contracts.

02

### PREPARE YOUR HOME

Stage Your home to sell, make upgrades or repairs, and declutter to show.

03

### LIST & SHOW

Your agent will place your home on the open market, schedule open houses, private showings and more.

04

### OFFERS & NEGOTIATION

Negotiate an offer and send counter offers! Complete disclosures and accept an offer to sell!

05

### UNDER CONTRACT

You have accepted an offer from a buyer and both parties have signed agreements.

06

### FINAL DETAILS

While under contract, the buyer will work with their mortgage to finalize the loan, and get home inspections.

07

### CLOSING

Sign papers and pop the bubbly! Congratulations, you just sold your home.





# WORKING WITH ME

## THE ABSOLUTE MUST -HAVES

I would love to chat with you about listing your home for sale. Here are some of the perks you will receive by working with me.

- Professional Photos
- Weekly Reports
- Yard Signs
- Full MLS Exposure (realtor.com)
- Premium Feature Sheets
- Email Buyers' Realtors
- Comparable Sold/Active Updates
- Open Houses
- Preferred Vendors
- "Just Listed" Cards
- Lockbox
- Daily Buyer Prospecting
- Constant Market Analysis
- Advanced Negotiation Training

## PRICING YOUR HOME

It's very important to price your home properly in the current market for maximum exposure. Using my competitive marketing analysis tools I will suggest a listing price.

In a competitive market, sellers may ask for proof of pre-approval. This document can help strengthen your offer! Make sure to get a pre-approved letter before we start viewing homes.



# PRICE TO PROFIT

## SETTING THE RIGHT PRICE

It can be challenging to set the right price for your home. If your price is too high you will push away buyers and lose the sale, but pricing too low will have you losing out on money.

The goal is to find the optimal price – one that will maximize your sale price but won't keep your house on the market too long.

You will find that agents spend their careers refining and mastering setting the optimal prices for homes. We need to combine location and national market knowledge, research, and study similar homes for sale, and come up with an analysis of past sales to get the optimal price that fits your home!

It's not an easy task, but it's the most critical one when it comes to listing and selling a home. Pricing your home right the first time results in more exposure, showings more offers, and in the end results in the highest price for your home.

Price your home right and you will get the most bang for your buck – within a reasonable time frame.



# PREPARE YOUR HOME

## CLEAN, DECLUTTER & DE-PERSONALIZE

After you have priced your home, it's time to prepare your home to amaze your future buyer!

- Consider hiring a cleaning service to do the prep work for you.
- Host a garage sale to declutter or sell the items that you don't need.
- Flooring: shampoo, vacuum, and clean carpets and rugs.
- Bathroom: wash and/or replace shower curtains, treat mildew or mold in the shower or tub, and clear the countertop of all personal toiletries.
- Kitchen: clean the countertops and store away small appliances. Remove any artwork, photos, and magnets from the refrigerator. Keep the sink and trash clean.
- Dust off furniture, lights, blinds, and other surfaces.
- Wash windows and mirrors
- Organize closets and storage spaces, buyers tend to peek inside those areas during an Open House!
- Make beds and fold blankets; even consider buying new bedding and throw pillows.
- Store magazines, books, toys, games, etc.
- Take down all family photos.
- Place all valuables, like jewelry and money in a safe and secure place.
- Weed, mow, rake, and water your lawn.
- Store garden tools, toys, and trash bins neatly on the side of the house or in the garage.
- Power wash your driveway to remove oil stains.
- Buy a new welcome mat for the front door.
- Replace house numbers, light fixtures and other hardware if needed.



# HOW TO NEGOTIATE

## YOU HAVE AN OFFER!

In most cases, the price you listed your home for will not be the selling price. When it comes to settling on the magic number you are going to be negotiating. Even though your Real Estate Agent will be helping, here are some key strategies for you:

Don't get offended by low offers and conditions. Just remember everyone likes to bargain and get a deal! No one is forcing you to accept the offer. Just think of it as a starting point. You have 3 choices when you get an offer you can either accept, reject, or counter-offer.

If you receive multiple offers – don't be tempted to jump on the highest one, it's not always the best choice!

Remember price is not the only thing! You can negotiate on the price, the conditions, assets in the home, renovations, and repairs if needed.

When negotiating remember that even asking for 1% more can mean thousands of dollars to the sale price!

For each offer, carefully review and evaluate:

- Offer price
- Pre-approval letters
- Contingencies (financing, appraisal, inspections, repairs, etc)
- Earnest Money Deposit
- Closing Date



# CALCULATE YOUR PROCEEDS

## HOW MUCH ARE YOU GETTING?

For the sale of your home, there are a number of closing costs to consider.

**Legal Fees** – Lawyers' fees vary, but generally, they have structured fees for the sale of homes posted on their website. Typically the fees are around \$1,000 for a lawyer to review the legal details necessary to close a home.

**Mortgage Fees** – If you owe on your home, check with your lender to determine any costs that will occur if you need to transfer or release your mortgage. Sometimes there is a \$100–\$300 fee to remove the mortgage from the title.

**Disbursements** – These fees cover additional legal expenses such as travel, copies, couriers, registration, document preparations, etc. This can also include any escrow fees, home appraisal costs, recording and transfer of the property, Homeowners, and Title Insurance. These fees can run upwards of \$500, but some of these fees are billed into the legal fees.

**Adjustments** – It's difficult for a seller to really calculate exactly the amount they owe to utilities on closing day. Your lawyer will ensure any overpayments are returned or credited accordingly for rent, mortgage, interest, property taxes, and other utilities.

**Moving Costs** – Your moving costs will vary based on location and the number of possessions being moved. If you choose to move things yourself, factor in gas, rental vehicles and moving boxes and supplies.

# FINAL STEPS



YOUR TRANSACTION  
HAS CLOSED AND  
FUNDED!

## Move Out Checklist

- Make sure all repairs have been completed and inspected prior to closing.
- Place all keys and remotes in a centrally located area. Don't forget the mail box key!
- Remove all personal items and trash.
- Notate any security or garage codes for buyers reference.

Congratulations On A Smooth Transaction!