

THE COMPLETE HOME SELLER'S GUIDE TO SELLING YOUR HOME IN TEXAS



PRESENTED BY



DESMOND McCLINTON

BIOGRAPHY

I understand you must have invested a significant amount of hope, time, and money in getting to this point where you are looking for a local real estate agent to help you with the final steps. I am Desmond McClinton, and here to help you make your real estate dream a reality. As a longtime resident of Killeen and Austin, Texas, I am dedicated to serving the place I call home and ensuring real estate buyers and sellers have the best experience when achieving their goals.

With intimate knowledge of the local market, I am an indispensable resource to my buyers and sellers. I educate my clients extensively, giving them accurate and reliable market information to help them make informed decisions in every transaction. Further, with relentless efforts to expand my industry understanding, I have become a certified Resort and Second Home Property Specialist (RSPS) and Short Sales and Foreclosure Specialist. With these qualifications, my clients benefit from my profound problem-solving ability, flexibility to explore diverse approaches to a problem and focus on finding practical solutions for their unique situations.

My background as an army veteran is closely aligned with my real estate career. I am ambitious, focused, and resilient, and I prioritize my clients' satisfaction over personal benefits. Most importantly, I understand that real estate processes are deeply personal and emotional, given the industry's dynamic and competitive nature. Thus, I give my clients peace of mind by communicating with them regularly and being easily accessible to handle any concerns arising during the transaction.

Outside of real estate, I am a dedicated family man and spend my best time traveling with my family. Additionally, I am closely connected with my community and serve as a girls' softball umpire on weekends. When I grab some time to myself, I enjoy playing video games and exploring old-school automobiles. With me as your trusted local real estate agent, you can be confident I will work with you from the start to the end and pursue your goals like they were my own. Contact me today for excellent customer service delivery and reliable guidance every step of the way.



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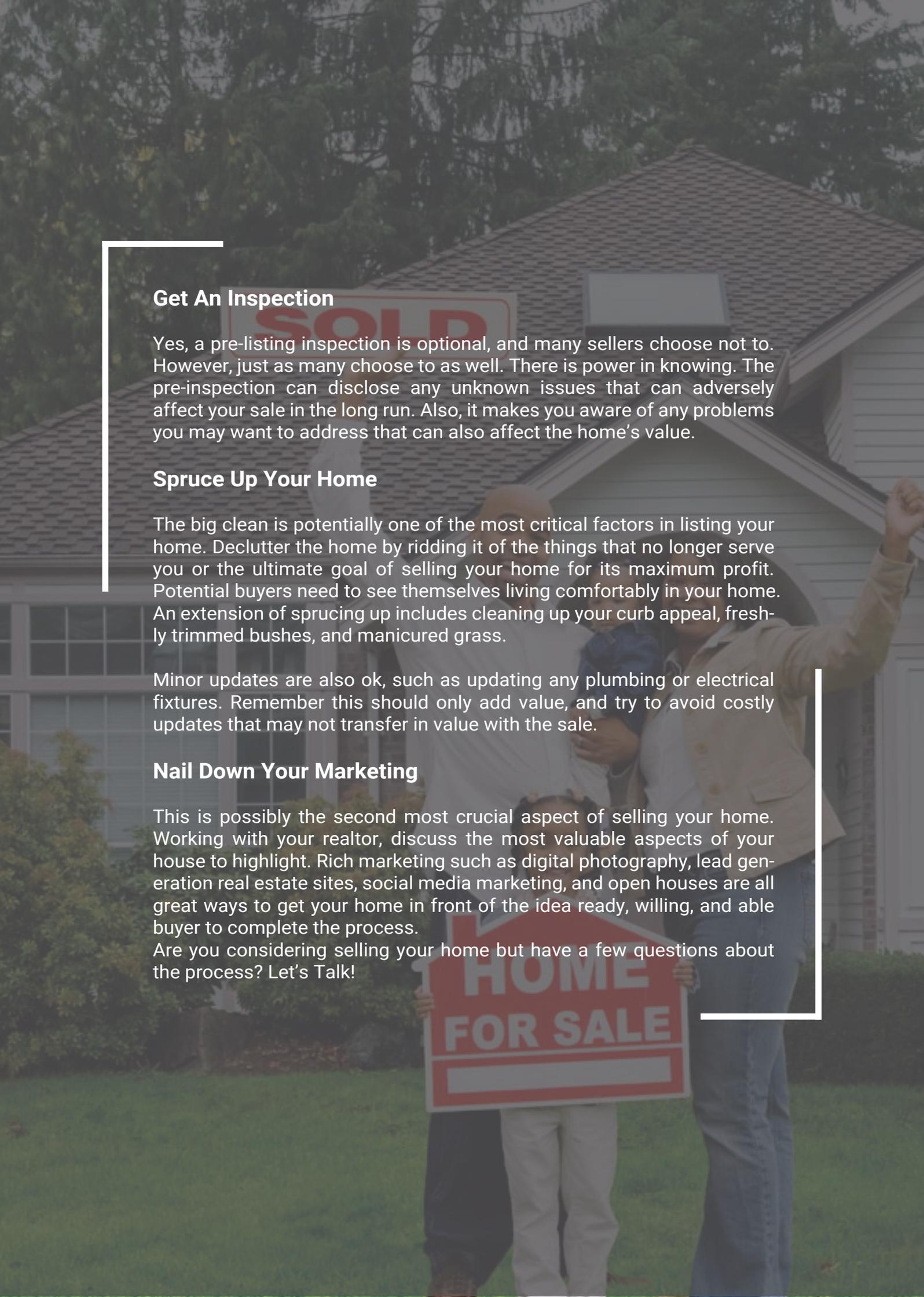
Maybe your brood is outgrowing the nest, or perhaps you have joined the empty nesters club. Either way, I can help you navigate selling your home in Texas. The Desmond McClinton team is efficient and focuses on successfully following through and assisting you with your home goals.

We have outlined the only seller's guide you need in your toolkit to successfully list, market, and sell your house.

Consult With A Realtor For A CMA

It's essential to start with being in the know. Understanding your home's worth helps position you for success in the market, including pricing it correctly. It is imperative to partner with a real estate seller agent to complete a Comparative Market Analysis of your home, including evaluating any additions and upgrades you may have made to your house. Together you will review the numbers and decide on a strategic price to place your home on the market.

If you don't have a trusted selling agent or do not know where to start finding one, start here with my FREE home valuation tool. This will give you an instant quote of your home's worth based on the available public information, including the square footage, last sold price, current market, and the neighborhood.

A realtor in a white shirt and tie is holding a large red sign with the word 'SOLD' in white letters. The sign is positioned in front of a house with a grey roof and white siding. The background is slightly blurred, showing trees and a clear sky. The overall scene is bright and professional.

Get An Inspection

Yes, a pre-listing inspection is optional, and many sellers choose not to. However, just as many choose to as well. There is power in knowing. The pre-inspection can disclose any unknown issues that can adversely affect your sale in the long run. Also, it makes you aware of any problems you may want to address that can also affect the home's value.

Spruce Up Your Home

The big clean is potentially one of the most critical factors in listing your home. Declutter the home by ridding it of the things that no longer serve you or the ultimate goal of selling your home for its maximum profit. Potential buyers need to see themselves living comfortably in your home. An extension of sprucing up includes cleaning up your curb appeal, freshly trimmed bushes, and manicured grass.

Minor updates are also ok, such as updating any plumbing or electrical fixtures. Remember this should only add value, and try to avoid costly updates that may not transfer in value with the sale.

Nail Down Your Marketing

This is possibly the second most crucial aspect of selling your home. Working with your realtor, discuss the most valuable aspects of your house to highlight. Rich marketing such as digital photography, lead generation real estate sites, social media marketing, and open houses are all great ways to get your home in front of the idea ready, willing, and able buyer to complete the process.

Are you considering selling your home but have a few questions about the process? Let's Talk!

LET'S GET STARTED

DETERMINE WHY YOU WANT TO SELL

- Check Home Equity
- Determine Time Frame

FIND THE RIGHT AGENT

- Ask Friends, Family, Co-workers for Referrals
- Review Agents Websites
- Sit Down and Interview Your Top Picks

WORKING WITH YOUR AGENT

- Sign Brokerage Documents
 - Listing Agreement
 - Sit Down and Interview Your Top Picks
 - Information About Brokerage Services
 - Wire Fraud Notice

DOCUMENTS NEED TO LIST YOUR HOME

- Seller Disclosure
- Survey
- T-47 Residential Real Property Affidavit
(if using existing survey)

DETERMINE THE LISTING PRICE & LISTING OF YOUR HOME

- Agent will Conduct an CMA
 - Compare your home to other recently sold home in you market area by bed /bath, sq ft and other variables to determine a sales price
 - Agent will give you a price range to list you home (the choice is yours)

PREPARE YOUR HOME FOR SALE / SHOWINGS

Although you may love your property the way it is, new buyers will be looking for a fresh face.

- Conduct a Deep Clean
- Fresh Coat of Paint
- Declutter
- Removing Overly Perzonlized Effects
- Get Rid of Pet Odors

PUT HOME ON THE MARKET

- Home Listed on the MLS (Multiple Listing Service)
 - Listing on MLS automatically go on consumer sites (Zillow, Realtor.com)
 - Agent should list home on website & social media platforms
- Hold Private Shows
 - Buyers agent will bring buyer to the property
- Conduct Open House (if needed)

REVIEW & ACCEPT OFFERS

- Select the Best Offer that Satisfies You
- Sign Contract and Attached Documents
- Buyer will Submit Earnest and Option Period Fee to the Title Company

HOME INSPECTION

- Buyer will have Home Inspection within the Option Period
 - Depends on the type of market will determine who pays for the inspectio
 - Buyer might request repairs
 - If no repairs are requested process will move forward

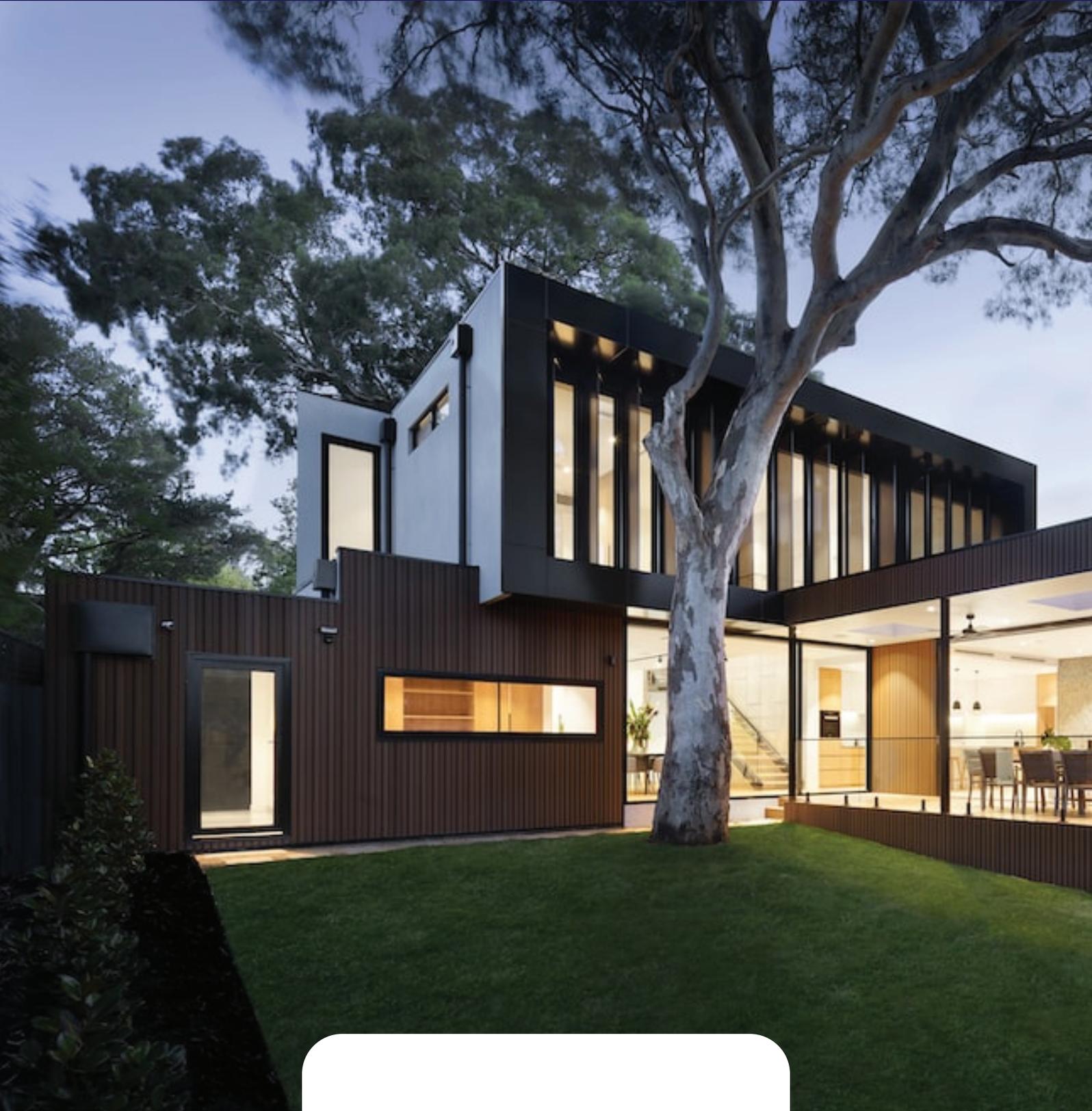
APPRAISAL

- If Repairs are not Requested Buyer will Pay Appraisal Fee
- After Buyer Pays Fee to Lender, Lender will Order an Appraisal
 - After appraiser comes out it can take up to two weeks to receive report
 - If appraisal comes back as market value you will move on to closing
 - If appraisal comes under contract price
 1. You can lower the sales price to match the appraisal value
 2. Ask if the buyer has cash to cover the amount

CLOSING

- Be On Time at the Title Company (Don't Forget ID)
 - Buyer and seller will most likely have separate appointments
- Sign Document
 - After both parties have signed and it's confirmed. The lender will release the funds.





COLDWELL BANKER
REALTY