



CITY INSIGHT  
HOUSTON

## SELLER'S GUIDE

# The Home Selling Difference

PREPPING YOUR HOME - DETERMINING PRICE - TIPS TO SELL YOUR HOME FAST - STAGING CHECKLIST



[WWW.REALESTATEBYERICK.COM](http://WWW.REALESTATEBYERICK.COM)



## GETTING TO KNOW YOU AND YOUR *home*

Hey there! Before we proceed with selling your home, I would like to get to know you and your home first!

### GETTING TO KNOW YOU

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CONTACT NUMBER:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**HOW LONG HAVE YOU LIVED AT YOUR PRESENT HOME?**

**WHEN DO YOU NEED TO MOVE?**

**WHAT IS YOUR REASON FOR SELLING THE HOME?**

- 1 What are the features of your house?
- 2 What major improvements have you made?
- 3 When was the last time you had a renovation and/or home maintenance?
- 4 Which items are included and not included in the sale?
- 5 How much is the original price of your home?
- 6 What is the approximate balance on your current mortgage?

I'D LOVE TO TALK ABOUT THESE MORE OVER A CUP OF COFFEE!

# HOW MUCH SELLING YOUR HOME WILL *cost*

## PREPARING TO SELL YOUR HOME

- Pre-sale home inspection (optional) - around \$400
- Home repairs and improvements (5%)
- Home Staging (1%)

## NEGOTIATING THE SALE WITH A BUYER

- Real estate commission (5-6%)
- Seller concessions (1.5%)

## CLOSING THE SALE

- Closing costs and additional fees (1% to 3% of sale price)
- Buyer's home warranty (<1%)

## MOVING OUT

- Mortgage payoff (varies)
- Moving costs (~1% to 2%)
- Home transition and overlap costs (~1%)
- Utilities (varies)



# HOW TO DETERMINE YOUR *selling price*

## 1 CONSIDER THE CURRENT HOUSING MARKET SITUATION.

Are you in a buyer's market, seller's market, or neutral market? You can either increase your listing price when in a seller's market or you might need to price it slightly lower than competition when in a buyer's market.

## 2 REVIEW PRICES OF RECENTLY SOLD HOMES IN YOUR AREA.

When you receive a comparative market analysis (CMA) from your realtor, you can review factors such as home details, days on the market, and final sale price of similar listings.

## 3 FIND A LESS CROWDED PRICE POINT.

Look at your competition and find a price point that you can dominate and take advantage of.



# important

## DOCUMENTS YOUR HOME BUYER MAY NEED

- Mortgage Pre-Approval Letter
- Loan Estimate
- Offer letter
- Purchase agreement
- Home inspection report
- The home appraisal
- Title search
- Cashier's check
- Closing Disclosure
- Homeowners insurance declaration page
- Property survey



## LISTING

# details

How would you like to promote your property?  
Let's start with the following details:

### **LOCATION**

- Include the area and the exact address

### **ESTIMATED SALE PRICE**

### **LOCATION**

- Single family home
- Duplex
- Apartment
- Townhouse

### **FLOOR AREA**

### **FEATURES/AMENITIES**

- Bedrooms
- Bathrooms
- Interior features
- Other rooms
- Exterior and lot features



# WAYS TO SELL YOUR HOME FAST

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## 1 Set a good asking price

This can be the difference between getting an offer and your home sitting on the market for weeks, or even months. Check comparable homes in the area and listen to your agent's advice.

## 2 Decide whether you want to get a pre-listing inspection

There are pros and cons to obtaining your own inspection. You will be aware of the condition of your home, make repairs, & decrease the likelihood of negotiations. However, you will need to pay for the inspection and disclosure laws may require you to disclose any issues that were found, decreasing your chance of selling if there are expensive repairs needed.

## 3 Google your listing

42% of home buyers begin their search by looking at properties online. Can your property be found? Ask your real estate agent if they'll be posting your home on the local MLS, then Google your home's address to ensure you can find it on all the popular listing portals. If you can't find it – buyers can't either. And, that will surely stop a potential sale in its tracks.

## 4 Make your home available

Be flexible with showings. Buyers want to look at homes right away, especially in a competitive market. Be available during the week in the evenings, weekends, and even at a moment's notice. Sometimes if a buyer has to wait 24 hours, they will move on to the next showing.

## 5 Be a minimalist

Declutter your home and remove personal belongings such as family photos, knick knacks, and other items that are out in the open. This includes closets! Consider renting storage space to keep your things out of your home during showings. (You'll be ahead of the game when it comes time to pack!)

## 6 Stage your home

Rearrange decorative pieces, plants, and furniture in an inviting way. Pull furniture away from the walls, have beds facing the door, and couches facing each other.

## 7 Neutralize the feel

If you have any bold colors in your home, consider a coat of paint. That bright turquoise bathroom will deter your buyers, rather than inspire. Stick to greys, whites, and taupes. Also, kitchens and bathrooms should be light, airy, and updated as much as possible.--

## 8 Curb appeal is king

The front of your house is the first thing your buyers see. Make a good first impression by eliminating any peeling paint, power wash the walkway, give your front door a fresh coat of paint, and place flowers and plants strategically.

# STAGING checklist

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Living in your house and marketing your house are two different things. Your taste and the buyer's taste are two different things. Removing personal content and keeping the home as immaculate as possible will give the buyers the ability to view your home as their own.

First impressions are EVERYTHING! You have to grab them on the first showing because they may not give you a second chance. Having your home featured in it's best condition will help ensure you get top dollar for your home.

- Kitchen**  
Countertops should be clear of clutter including clutter on refrigerator fronts. Replace missing hardware on cabinets and make sure stoves and ovens are clean.
- Living Rooms & Bedrooms**  
Minimize the amount of family photos and store away personal knick-knacks, valuables and clutter. Keep closet doors closed and always have the beds made and curtains and blinds open. Remove any pieces of bulky furniture that may take up too much space.
- Bathrooms**  
Make sure counters are clear and clean, put toiletries in cabinets and have a clean shower curtain. Toilet seat down and closed!
- General**  
Most carpets should be cleaned, check for burnt out light bulbs and replace them, replace batteries in smoke detectors, fix any holes in the walls, retouch paint where needed, put away pet supplies during showings, move furniture to make for clear walkways, clean baseboards and fans, add plants and flowers throughout the home to freshen things up.
- Exterior**  
Paint exterior including trim and front door if paint is fading or peeling. Re-stain or paint decks, pressure wash the driveway and sidewalks. Store away garden tools and lawn mowers and ensure all yard debris is cleaned up. Make sure the garage door looks good as that may be the first thing they see when they pull into the driveway!
- Landscaping**  
Keep your lawn mowed, landscaping trimmed, and remove any dead trees or bushes. Add some curb appeal to your home by planting flowers near the front door to make for an inviting entrance. The landscaping is the buyers first impression of the maintenance of your house and a jungle may make them think that the house has not been well maintained.



# IT'S NOW TIME TO MARKET YOUR *home!*

Once you have finalized all details and have finished staging, it's now time to market your home! There are various ways on how you can promote your property listing and reach potential buyers. I'm here to help you with this!

Feel free to get in touch with me to further discuss your property listing. If you reach out to me, you're in for a treat! I'll be sharing with you a digital marketing checklist with tips that can help your listing reach a wider audience.



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