



FROM LISTED TO SOLD

SELLER GUIDE

BRIANNA CHACON | REALTOR

BRIANNA CHACON

brianna chacón
REALTOR®

YOUR LOCAL NEIGHBOR & REAL ESTATE AGENT



I'VE WORN A FEW TITLES IN MY LIFE. MAYOR. REALTOR. BUSINESSWOMAN. WIFE. MOM. MIMI. BUT HERE'S WHAT YOU SHOULD KNOW ABOUT ME: I'VE NEVER NEEDED A TITLE TO KNOW WHO I AM.

I'M A SECOND-GENERATION REALTOR WHO BELIEVES EXPERIENCE MATTERS, INTEGRITY ISN'T NEGOTIABLE, AND BEING NICE DOESN'T MEAN BEING A PUSHOVER.

I'VE LED A CITY, NAVIGATED TOUGH CONVERSATIONS, AND LEARNED THAT DOING THE RIGHT THING ISN'T ALWAYS THE POPULAR THING. I'M COMFORTABLE MAKING HARD DECISIONS, ASKING UNCOMFORTABLE QUESTIONS, AND STANDING MY GROUND WHEN IT MATTERS.

MY FAITH IS MY FOUNDATION. MY FAMILY IS MY PRIORITY. AND MY CLIENTS? THEY GET THE SAME FIERCE LOYALTY AND STRAIGHT ANSWERS I'D GIVE SOMEONE SITTING AT MY OWN KITCHEN TABLE.

I'M NOT INTERESTED IN BEING THE REALTOR WHO TELLS YOU WHAT YOU WANT TO HEAR. I'M INTERESTED IN BEING THE ONE YOU TRUST TO TELL YOU WHAT YOU NEED TO HEAR.

"Passionate about finding perfect homes, I turn your real estate dreams into reality"

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NORTH TEXAS

BUYER COMPENSATION

WAYS REALTORS GET BUYER COMPENSATION

1. SELLER OFFERS FULL COMPENSATION

The seller agrees to pay the buyer's agent a commission, typically a percentage of the home's sale price. This is an illustrative, negotiated amount and often outlined in the listing agreement. The buyer's agent is compensated directly from the proceeds of the sale, costing the buyer nothing extra.

Example: Seller offers a 3% commission to the buyer's agent. If the home sells for $300,000, the buyer's agent receives $9,000 from the seller.

2. SELLER OFFERS PARTIAL COMPENSATION

The seller offers to pay a portion of the buyer's agent's commission. The buyer may need to cover the remaining amount to ensure their agent is fully compensated.

Example: The seller offers a 2% commission to the buyer's agent, the buyer and their agent have agreed to 3% compensation If the home sells for $300,000, the buyer's agent receives $6,000 from the seller, and the buyer agrees to pay the remaining $3,000.

3. SELLER DOES NOT OFFER COMMISSION

The seller does not provide any commission for the buyer's agent. In this case, the buyer is responsible for compensating their agent, typically through an agreement made prior to the home search.

Example: The seller offers no commission to the buyer's agent. If the buyer and their agent have agreed to 3% compensation. and the home sells for $300,000, the buyer directly pays their agent $9,000.

IT'S IMPORTANT TO DISCUSS POTENTIAL COMPENSATION ARRANGEMENTS WITH YOUR AGENT UPFRONT TO UNDERSTAND HOW THEY'LL BE PAID IN SUCH SITUATIONS

WHY OFFER A BUYER COMMISSION

HERE'S WHY IT S A SMART MOVE

When you decide to sell your home, maximizing its exposure and appeal is crucial. Offering a commission to buyer agents can significantly enhance your chances of a successful and profitable sale. Here's why:

Attract More Buyers

Buyer agents play a pivotal role in guiding potential buyers. By offering a commission, you incentivize these agents to show your home to their clients, increasing your pool of prospective buyers.

Competitive Edge

In a competitive real estate market, offering a buyer agent commission sets your home apart. It signals to agents that you are a serious seller, making your property more appealing compared to those without.

Higher Sale Price

Studies show that homes offering a buyer agent commission often sell for more. The increased buyer interest and competitive nature fostered by commissions can drive up the final sale price of your home.

Faster Sales Process

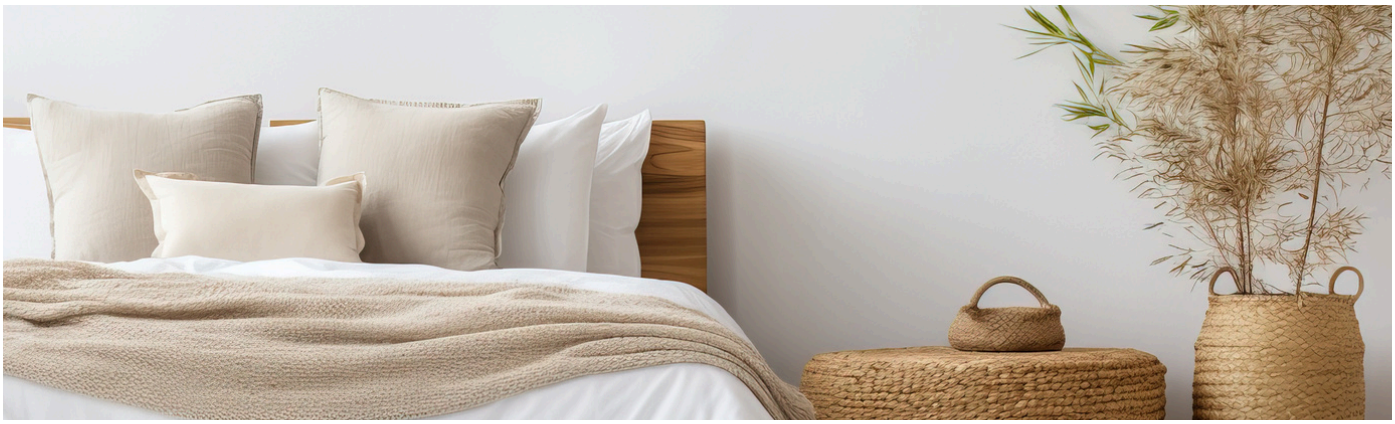
Homes with buyer agent commissions often sell faster. Agents are more likely to prioritize showing these properties, leading to quicker offers and reducing the time your home spends on the market.

Professional Negotiation

Buyer agents are skilled negotiators. By engaging them through a commission, you ensure that negotiations are handled professionally, leading to better terms and a smoother closing process.

Smooth Transactions

Buyer agents help manage the paperwork, coordinate inspections, and handle other details, ensuring a seamless transaction. Their expertise reduces the likelihood of delays and complications.



ABOUT YOUR HOME

UNDERSTANDING YOUR HOME

- WHY ARE YOU SELLING YOUR HOME?
- WHAT IS YOUR FAVORITE FEATURES OF YOUR HOME?
- WHAT DO YOU LIKE MOST ABOUT YOUR NEIGHBORHOOD?
- WHAT ATTRACTED YOU TO YOUR HOME AND MADE YOU BUY IT?
- WHAT PRICE DID YOU PAY FOR YOUR HOME?
- HOW LONG HAS YOUR HOME BEEN ON THE MARKET?
- WHAT IS THE MINIMUM PRICE YOU WILL ACCEPT?
- DOES YOUR HOME HAVE ANY STRUCTURAL DAMAGE?

"Here to help you sell your home quickly and for the best price!"

ABOUT YOUR SITUATION

UNDERSTANDING YOUR HOME GOALS

WHEN
When are you moving to your new home? How long do you need to move?

WHY
Why are you moving at this current time?

YOUR PLAN
What will you do if your home doesn't sell in the expected timframe?

AGENT
What are you looking for in a real estate agent?

OBSTACLES
Do you anticipate any challenges selling your home? What if it doesn't sell?

WHERE
Where are you moving to? Have you already found a home there?



"It's my priority to understand your home situation"



LET'S SELL YOUR

HOME TODAY!

We are here to guide you through your home-selling journey every step of the way!

HOME SELLING ROADMAP

A HOME SELLER OVERVIEW

1

Interview

Find the realtor that is best suit for you

2

Pricing

Review comparable homes and establish a price for your home

3

Marketing

Professional photos will be taken for your listing & social media

4

Listing

Your home will be added to the MLS for potential buyers to view

5

Offers

Your realtor will present any offers to you and help you understand the terms

6

Negotiations

Your realtor will negotiate for you to get the best deal possible

7

Under Contract

After accepting an offer your home will be under contract

8

Closing Day

Congrats! Time to hand over your keys!



SELLER MISTAKES

COMMON MISTAKES TO AVOID

Home seller mistakes are common, but they can be disastrous & lead to unwanted process delays and financial issues down the road. Here are the top 6 common mistakes to avoid:

1. **Not Clearing the Clutter From Your Home**
   Be sure to deep clean your home, and put away clutter

2. **Not Working With A Real Estate Agent**
   A real estate expert makes the home buying process go smoothly

3. **Pricing It Wrong**
   Set your price right price from the start to sell your home quickly

4. **Not Expecting Home Selling Costs**
   Don't let home-selling costs catch you by surprise.

5. **Using Listing Photos That Look Bad**
   Work with a realtor who enlists experienced photographers

6. **Limiting Showings**
   You could be missing out on potential buyers, be sure to be flexible

10 STEPS TO SELLING A HOME

OUR PROVEN PROCESS



1

STEP ONE

Before Listing

Assess Your Motivation to Sell: Determine your reasons for selling and your timeline to ensure you're ready for the process. Research the Market: Understand current market conditions and trends in your area to gauge the best time to sell.

2

STEP TWO

Preparing to List

Declutter and Clean: Remove personal items and excess clutter to make your home look more spacious and inviting. Make Necessary Repairs: Fix any obvious issues, such as leaky faucets or chipped paint, to improve your home's appeal.

3

STEP THREE

Pricing Your Home

Conduct a Comparative Market Analysis (CMA): Work with your real estate agent to review recent sales of similar homes in your area. Set a Competitive Price: Price your home to attract buyers while maximizing your return, balancing market value and your goals.

4

STEP FOUR

Our Marketing Plan

We will create a tailored marketing plan that includes online listings, social media, and print advertising. Professional Photography: Hire a professional photographer to take high-quality photos that highlight your home’s best features.

5

STEP FIVE

Lasting Image

Enhance Curb Appeal: Improve your home's exterior with landscaping, fresh paint, and minor repairs to make a great first impression. Arrange furniture and decor to showcase your home's potential and help buyers visualize living there.

6

STEP SIX

Listing Your Home

MLS and Online Listings: List your home on the Multiple Listing Service (MLS) and major real estate websites to reach a broad audience. We will create engaging descriptions that highlight key features and benefits of your home.

7

STEP SEVEN

Hosting Open Houses

Schedule Open Houses: Plan open houses and private showings to give potential buyers an opportunity to view your home. Prepare Your Home: Ensure your home is clean, well-lit, and inviting for each showing or open house event.

8

STEP EIGHT

After Listing

Monitor Market Response: Track inquiries and feedback from potential buyers and adjust your strategy if necessary. Stay Flexible: Be prepared to negotiate and make timely decisions to keep the selling process moving forward.

9

STEP NINE

Contract to Closing

Review Offers: Evaluate all offers with your real estate agent, considering both price and terms. Negotiate Terms: Work with buyers to negotiate the best possible terms and finalize the contract.

10

STEP TEN

Final Steps

Prepare for Closing: Complete any remaining repairs, gather necessary documents, and prepare your home for the final walk-through. Close the Sale: Attend the closing meeting, sign the necessary paperwork and hand over the keys.



STEP ONE

YOUR LISTING STRATEGY

Staging Your Home

We will help you to strategically stage your home to attract the most attention from potential buyers, so they can envision themselves living in your home. Staging a house prior to selling it is one of the best investments you can make to ensure it gets a quick offer for the highest value.

Professional Photography

We will take a variety of high-quality photos of your home, which will be used to market the property. Similarly, we will take advantage of modern resources such as virtual tours and areal photography to sell your home quickly and for the most money.

Advertising & Marketing

We will create an effective marketing plan to advertise your home, to reach a wide audience. Such as; placing your listing on online websites, and creating physical marketing material; brochures, postcards, and flyers.

"Consider these factors in mind when listing your home: Price, Condition, and Marketing"







STEP TWO

PREPARING YOUR HOME

INTERIOR

- Wipe down the washer and dryer
- Clean counter, sinks, & cupboards
- Put all clothing away
- Clean or replace the shower curtain
- Check water is draining correctly
- Place fresh clean towels and mats
- Declutter closets and shelving
- Organize furniture to look spacious
- Launder bedding and pillows
- Tidy, discard, or pre-pack items
- Ensure all appliances are working
- Check lights are strong and working

EXTERIOR

- Address driveway cracks or stains
- Clean interior and exterior windows
- Check the gutters are clear
- Clean or paint the front door
- Tidy or remove outside furniture
- Touch up exterior paintwork
- Rake and remove fallen leaves
- Apply fresh paint or stain wood fences
- Repaint or stain the patio
- Mow lawn and trim edges

Use these points to enhance the aesthetic appeal of your home to potential buyers!

STEP THREE

PRICING STRATEGY

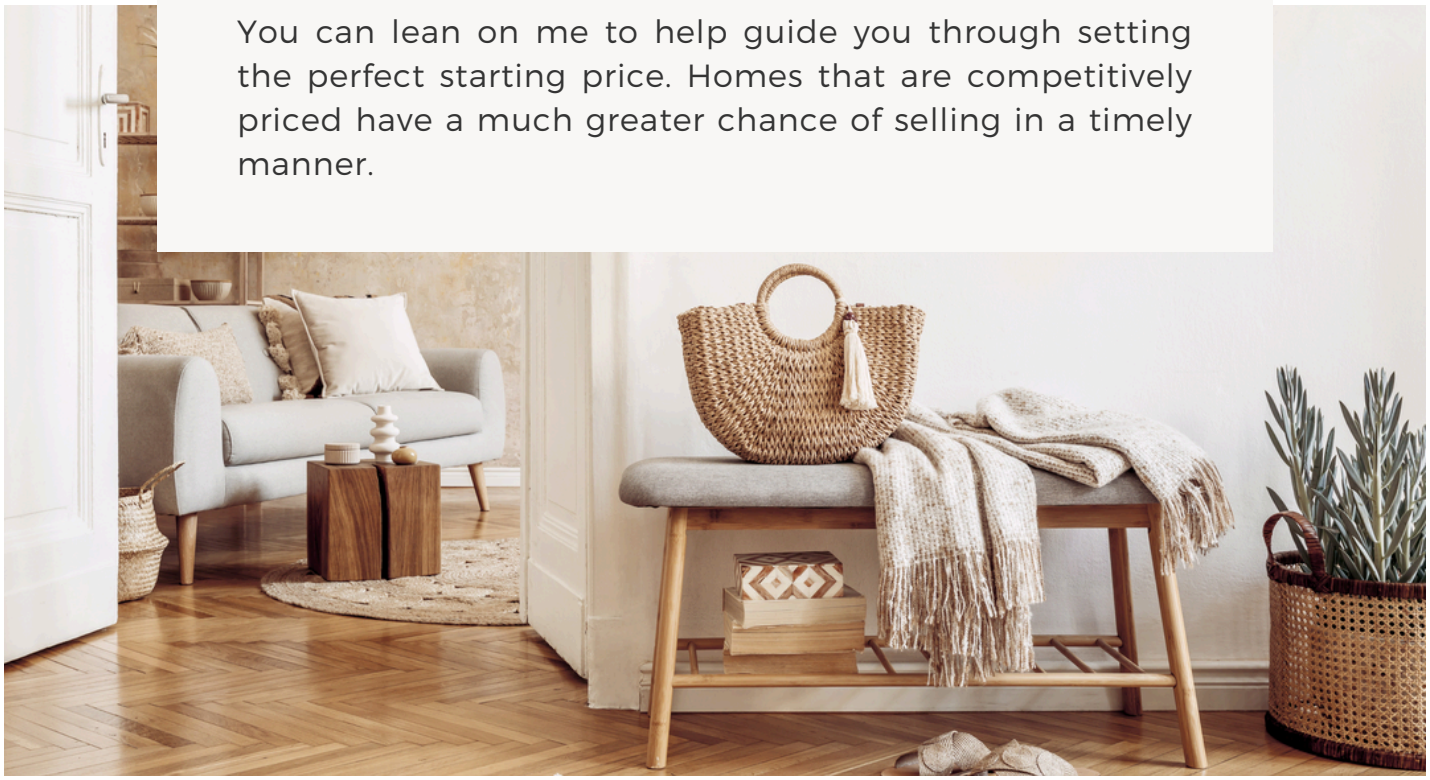
PRICING YOUR HOME TO SELL

As your realtor, I will help establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

PRICING YOUR HOME COMPETITIVELY

The listing price is one of the most important factors in a successful home sale. Many people tend to list too high and they either have to move greatly on the price or it takes much longer to get any offer.

You can lean on me to help guide you through setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner.







STEP ONE - TOP 3

PRICING FACTORS TO CONSIDER

01. The Market

Your local area's current housing market conditions will play a large factor in helping to determine the best price for your home to be listed at.

02. The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

03. Your Timeline

We will establish your urgency and flexibility for selling your home to set the best listing price for your home, to meet your goals.

"Pricing your home correctly the first time!"

MARKETING PLAN

STRATEGY FOR MAXIMUM EXPOSURE

Brochures
Informative & creative brochures / flyers will be created

Open House
Hold open house events 1-2 weeks after listing your home

Photographs
Use professional quality and high resolution photography

Emails
Sent to current databases with thousands of buyers searching

Social Media
Set up a variety of social media campaigns to promote your home

MLS Listing
Featured in the MLS listing and major 3rd party real estate sites

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques by providing fresh marketing strategies when selling your home.







PHOTOGRAPHY



When taken by a professional photographer, real estate photos can significantly help real estate agents sell listings faster and for more money to a prospective buyer. Homebuyers judge whether or not to walk through a property by first seeing the listing photos online. As your agent, I will ensure that your listing will be shown in its best light.

Did you know homes with professional photography

1. Receive an average of 87% more views than their peers across all price tiers.
2. A home with one photo spends an average of 70 days on the market, but a home with 20 photos spends only 32 days on the market.
3. Have a 47% higher asking price per square foot.



STEP FIVE

PHOTO PREPERATION

A CHECKLIST TO PREPARE FOR PHOTOS



- [ ] Remove personal items, excess furniture, and unnecessary knick-knacks.
- [ ] Deep clean the entire home. Dust, vacuum, mop, and clean all surfaces.
- [ ] Ensure windows are spotless for clear views and maximum light.
- [ ] Scrub sinks, toilets, bathtubs, and showers, and hang fresh towels.
- [ ] Clean and organize the kitchen: clear countertops, and clean appliances.
- [ ] Touch Up Paint Where Needed: on both interior and exterior walls.
- [ ] Arrange furniture for open space: Create a welcoming and spacious layout.
- [ ] Mow the lawn and trim hedges: ensure the front and back yards are neat and tidy.
- [ ] Store trash bins out of sight: ensure they are not visible from the street or in photos.
- [ ] Remove all fury friends from the areas being photographed.
- [ ] Create a list of all the areas you want the photographer to capture.

LISTING YOUR HOME

A CHECKLIST TO PREPARE FOR PHOTOS

○ Step One

As your agent, we will start marketing your home to potential buyers as soon as your listing is on the market. Harnessing the power of social media to share a short preview of your new listing and drive traffic through digital tools.

○ Step Two

When competition is fierce, can you really afford to not stage your home? Staging your home brings multiple benefits such as; creating a great first impression, highlighting the best features, and selling your home faster!

○ Step Three

We will publish your listing on the MLS with major real estate platforms. Also, consider that we will utilize:

- Change the featured photo regularly
- Listing on Facebook Marketplace
- Host open houses
- Use email lists





"Congratulations your home is officially on the market"

OPEN HOUSE

HOSTING OPEN HOUSE EVENTS



Hosting an open house is a brilliant way to create a buzz about your house sale.

HOW WE PREPARE FOR YOUR OPEN HOUSE EVENTS!

Online Marketing

Post on popular real estate websites, such as Zillow and our local MLS

Yard Signs

Put up multiple "Open House" signs in the neighborhood on key corners

Social Media

Highlight your open house event on our social media platforms, such as Facebook & Instagram

Marketing

Print out postcards and flyers to hand out to potential buyers driving them to your open house

Captivating Staging!

Staging is what creates a "wow factor" when buyers first walk through the doors of your home. On the morning of your open house make sure you tidy and give a final clean. Also, have your property details on hand as potential buyers walk around!

HOME SHOWINGS

THINGS TO CONSIDER

Be Flexible

Be as flexible and accommodating to the buyer's schedule as possible. We want to avoid having missed opportunities if at all possible.

Natural Light

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

Odors

Avoid strong-smelling foods; keep your meal prep as neutral and simple as possible.

Furry Friends

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Not everyone is a pet person and it may hinder potential buyers' ability to picture themselves living in your home.

Empty Trash

Empty trash cans to avoid any orders. Try to empty trash cans nightly so that the home is fresh when your leave for the day.

Keep Informed

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.



OFFERS AND NEGOTIATIONS

Once you receive an offer there are still several items that have to be handled properly. Making sure you properly disclose and obey all the terms of the contract are just a few important items. When we have an accepted contract, the escrow process begins. We help you every step of the way.

Disclosures

The law requires the seller to disclose certain information to prospective buyers. The disclosures are designed to let buyers make informed decisions about purchasing a property. If a seller fails to disclose the appropriate information, the penalties can be severe.

Inspections

It is important to understand the contingencies in the offers that are received. TThe buyer's inspection timeline depends on the negotiated terms of the contract, including any agreed-upon option period. During this time, buyers may arrange inspections and evaluate the property's condition.. It is important that you understand what your obligations and options are during this period and that your agent stays on top of the deadlines in the contract.

Financing / Appraisals

It is important that your agent is skilled in helping you review offers and to make sure the buyers that have offered have been fully underwritten and are fully approved to avoid potential issues during this process.

Closing

Our goal is to help and coach you through the entire transaction. We understand that this is a process you only do a few times in your life, so we want to earn the role as your real estate professional for LIFE... not just a single transaction.

THE OFFER PROCESS

AFTER AN OFFER IS SUBMITTED

Our top tip!

Being flexible will help the offer and negotiation process go smoother, moving one step closer to finalizing the sale of your home!

1 — WE CAN

- Accept the offer
- Decline the offer

If the offer isn't close enough to your expectations and need to further negotiate

- Counter the offer

2 — THE BUYER CAN

- Accept the offer
- Decline the offer
- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or until someone walks away.

3 — OFFER ACCEPTED

You will then sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.



INSPECTIONS & APPRAISALS

Property inspections are done to make sure the home is in the condition in which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or negotiate the terms for the sale.

HOME APPRAISAL

If the buyer is applying for a loan to purchase the home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrated certain strategies to reveal the value of the home prior to the appraisal.







CLOSING DAY!

WHAT TO EXPECT ON THE DAY

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by whom, prepare documents for closing, perform the closing, make sure all payoffs are completed, and the buyer's title is recorded. and that you receive payoffs that are due to you.

Your Costs

- The real estate agents' fee
- Title insurance policy
- Home warranty
- Mortgage balance and prepayment penalties

What to Bring

- All house keys
- Any garage openers
- Mailbox keys
- A valid government-issued photo ID

"Congratulations your home has sold!"



FINAL STEPS FOR SELLERS

Check for Forgotten Items

Do one more check throughout the home to make sure you're not leaving anything behind. One exception: You may want to leave unused or leftover paint cans in the colors currently used in the home

Change Address

Let everyone know your new address. Submit a change of address to the post office.

Documents

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place. Put together a packet of manuals, receipts, and any warranties as well.

Turn Off Water Valves

The last thing you want before closing is a flood. With the buyer's permission, turn off your house's main shutoff valve before closing.

Close Accounts

Cancel utilities and close the accounts. Keep a list of phone numbers for each of your utilities.

Lock Up

Day before the settlement, make sure to close window coverings and lock the entry doors



My unwavering passion for real estate drives me to go above and beyond for my clients, ensuring that each step of their home selling journey is met with dedication, expertise, and a genuine commitment to finding their perfect home





SELL YOUR HOME

Thank you For choosing me to help you in the process of selling your home. I look forward to working with you to help you achieve your real estate goals.

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