



Home Seller's Guide

*Presented by:
Sara Goates
Realtor*



Discover Where Your HEART Belongs

MY PROMISE TO YOU

I'm Sara Goates, your devoted real estate ally, deeply rooted in Fort Bend County or beyond, Texas, and extending my expertise to Houston and its surrounding locales. My mission is to help sellers through the intricate dance of real estate dealings with ease and precision. I place my clients at the forefront, delivering unparalleled service and steadfast representation from the initial handshake to the final signature. Home and family are at the heart of what I do, and together, we will form a dynamic team to fulfill your property ambitions.

Rest assured, you will be well-informed and engaged throughout our journey. When selling your home, I can provide you with great knowledge and insight to get top dollar for your home. In Houston or beyond, I am here to lend my careful insight and professional counsel. For real estate service that embodies excellence, make your next call to me.

Sara Goates





9 THINGS TO DO BEFORE YOU LIST YOUR HOME

Today, the home that stands out among similarly-priced houses is the home that sells. Why? Because it makes a good first impression that lasts right to the settlement table.

1. Exterior

Curb appeal starts here. Make sure you have a trimmed lawn and well-proportioned shrubs. Remove garden hoses, lawn tools, the dog house and toys from the yard. Check for flatfitting roof shingles, straight lines on gutters, shutters, windows and siding, and solid caulking around frames and seams.

3. Living Room

Strive for a lived-in, cozy feeling. Discard chipped or frayed furniture. Open curtains. Furnishings throughout the house should be well placed and in good condition

5. Master Bedroom

This is one of the most appealing rooms to the buyer. Keep furnishings uncluttered and define areas (for example, sleeping, dressing and sitting) by furniture arrangement. Show the true size of closets by removing or packing items that can be stored.

2. Foyer

Its atmosphere gives a hint of what's inside. Lighting is key. For evening showings, turn on every light in the house for a welcoming glow. Make sure the house smells fresh and clean, woodwork is unmarred and carpeting spotless. A fresh coat of paint in a neutral tone is a good investment. Remove worn rugs.

4. Kitchen

Many buyers judge the house by the way the oven and stove are kept. Appliances should be spotless and in perfect working condition. Replace or repair anything (within reason) that sticks, squeaks or drips. Counters, cabinets and eating spaces should be kept uncluttered without countertop appliances.

6. Bathrooms

Practicality combines with attractiveness. Your sink, toilet, bathtub, tile and shower curtains should be immaculate. Fix leaky faucets and repair caulking and grouting.

7. Garage

The perfect garage holds only cars in an uncluttered space. Sell, give away or toss unnecessary articles. Clean the cement floor. Have strong overhead lighting. Make sure any storage area is orderly and tidy.

9. Attic

Tidy it up and light it up. Pack anything you're going to move. Get rid of the rest. Be sure your attic fan/air vent works.

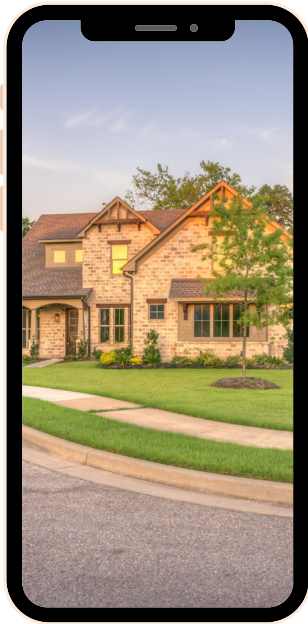
8. Basement

Organize, hang tools on pegboards and put items on shelves. Change the furnace filter and make inspection access easy.





YOUR MARKETING PROCESS



Over 95% of buyers search for homes online, and we pledge to make sure they find yours first! We feel that promoting your home through multiple websites and platforms is key to exposure.



SOCIAL MEDIA

Your home will have a presence on platforms such as Facebook, Instagram, and more, hitting all demographics & utilizing cutting-edge marketing tactics.



INDUSTRY EXPOSURE

Advertising for your home will appear on MLS, in virtual tours, on our website and in real estate periodicals. We'll also promote your home to top agents in the area directly through the local Association of Realtors.



STAGING & PHOTOGRAPHY

Optimize your home's potential through recommending STAGING changes proven to provide greater financial returns and a quicker sale. Position your home to show off its best qualities through PROFESSIONAL PHOTOGRAPHS and compelling descriptions utilized in collateral materials given to agents and buyers



COLLATERAL

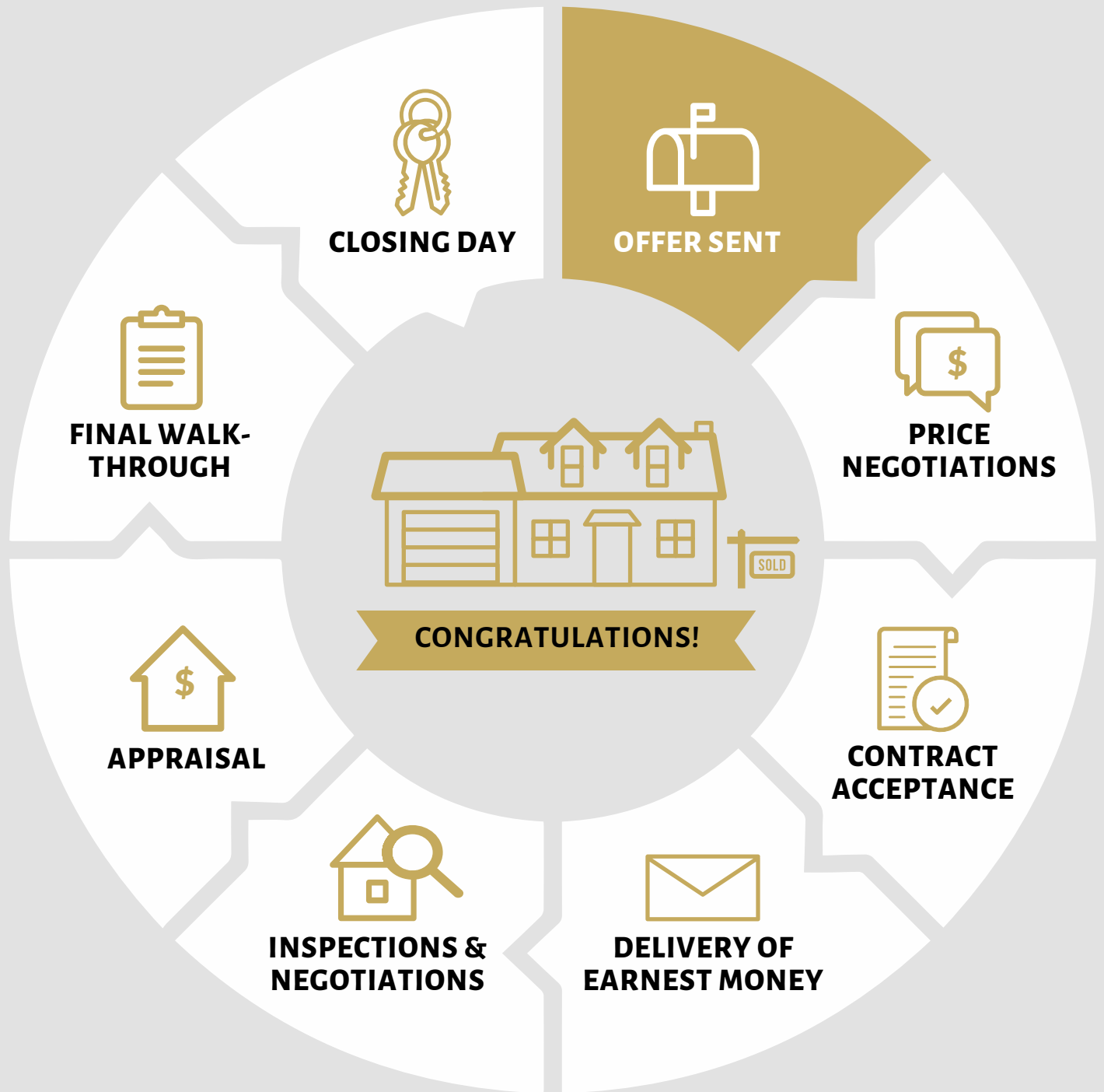
Your home will be exposed to a wide audience with open houses, neighborhood door-knocking, yard signs, flyers, and brochures that utilize modern design and your home's professional photography



COMMUNICATION

We follow-up and communicate often, encouraging feedback from potential buyers we have been shown your home, and open house visitors. Communication is the key.

THE TRANSACTION PROCESS



1

OFFER SENT

Once you've decided on the home of your dreams, our team will sit down and discuss making an offer — in terms of amount offered, contingencies, loan type, and any other special requests.

2

PRICE NEGOTIATIONS

After your offer has been received, sometimes your needs to be advocated for. Our team of expert negotiators will discuss different options and tactics we can employ to ensure you're getting the best deal.

3

CONTRACT ACCEPTANCE

It's good for both parties! You and the seller have agreed upon the terms and price for the home. The contract is signed, and has been sent to the title company. We're in escrow folks!

4

DELIVERY OF EARNEST MONEY

You will deliver the earnest money deposit to the title company within 72 hours after contract acceptance. This deposit is provided in order for the seller to mark your home "Pending" on the market while all of your needed inspections are completed on the property.

5

INSPECTIONS & NEGOTIATIONS

During this time we will make recommendations and help schedule all inspections you wish to have done on the property. Once this has been done, we will negotiate any repair requests you have on your behalf. All parties will sign an amendment agreeing to repairs, if applicable.

6

APPRAISAL

As the buyer, your lender will order an appraisal of the home. Once this is done, an appraiser will visit the home to verify the value of the property.

7

FINAL WALK-THROUGH

Typically right before the close of escrow, we will walk through the home with you to ensure the home is in the same condition as the day all parties went into contract. We will also review completed repairs at this time as well.

8

CLOSING DAY

Congrats! Escrow has now closed upon the agreed upon date in the contract. The transfer of ownership and funds occurs at this point and the property is on record!





WHAT CAN YOU EXPECT AFTER CLOSING?

- ✓ Client Events
- ✓ Newsletters
- ✓ Info on Fun Events in Your Community
 - ✓ Resources for all Things
 - ✓ Home Maintenance Reminders
 - ✓ Fun Pop-Bys
 - ✓ A Friend for Life

As your Real Estate Agent, I
use my experience and
expertise to help you
determine the best price
for your home.

WHY IS REALISTIC PRICING IMPORTANT?

- To attract the maximum number of buyers. Pricing a home too high could take it off the radar of some potential buyers.
- Typically produces a greater monetary return.
- Increases the likelihood to sell within your timeline.
- Longer market time could mean lower offers.
- Long exposure can lead to buyers not making an offer for fear “something is wrong” with the house.
- Overpriced listings may fail to appraise.
- Buyer’s agents may avoid overpriced listings.





www.walzelproperties.com



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