



Compliments of:

Ronda Sawyer

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Checklist to be completed:

- Fill out the Seller's Disclosure Notice fully (required by law)
- Fill out the HOA Profile Sheet fully (required by law)
- Fill out "Questions for You"
- Have an extra key for me
- Write a flattering description of the house
- Provide Survey if you have one
- Have receipts of all upgrades and upkeep of the house.
Ex: roof repair, HVAC replaced/serviced/cleaned, transferable warranties

Congratulations!

You are already ahead of the game. By providing this information you give potential buyers the confidence in choosing your listing to be their next home.

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Questions for You

Your answers to these questions will guide me in how to best serve you.

1. What is the price range are have in mind for the house? (Ideas or educated decision)
2. What is the most important thing you are looking for in your listing agent?
3. What prior real estate transaction experiences have you had?
4. How would you like to be communicated with? To whom (one or both)?
Email Phone Text Other (explain)
5. How frequently would you like an update on marketing?
Weekly Twice a month After each showing Other (explain)
6. How frequently would you like an update on showings?
Weekly Twice a month After each showing Other (explain)
7. Please list what you are most concerned about in the marketing and selling process (buyer qualifications, showing procedures, open house, possession, pricing, negotiations, and other issues).

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What You Get

Communication

Your needs always come first. I provide the service we agree to, in the ways that work for you. Whether once a week, once a day, by phone, email or text message. That's how we'll do it.

You'll always be kept in the loop, from listing to closing:

- ~ You'll know the status of our **marketing** efforts, the offers on the table and the steps
- ~ I will **coordinate the home-showing process** with your family's needs in mind.
- ~ Presenting all offers, and **advising you** on the terms and contingencies contained within.
- ~ **Negotiating** on your behalf for the best offer.

Experience and Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will capably remove many potential challenges before they have the opportunity to appear. A few things will be scheduling and coordinating completion of contingencies and inspections, and monitoring the buyer's loan process.

Pricing

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

Staging

Your home will put its best foot forward. Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold.

Marketing

Your home will get the exposure it deserves. My marketing systems maximize your property's exposure to buyers. My on-line tracking tools and advertising systems allow me to reach active buyers who want to know about your listing.

Satisfaction

During the entire listing, from start to finish, I will always **represent YOUR best interests**. I'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.

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Get Ready to List

What will it sell for?

The market tells us how much your home is worth. **I will advise you on pricing** after my thorough analysis of your property compared to the market, and with my recommendation, **you will make the final decision.**

5 Factors Affecting the Value of Your Property

1. *Price – Based on Recent Sales*

Comparable homes in the area that have recently sold are how buyers and their agents will determine the fair market value for your home.

2. *Location*

Location is one of the most important factors in determining the value of your property.

3. *Condition*

The **condition of the property** affects the price and the speed of the sale.

Prospective buyers often make purchases based on emotion, so first impressions are important.

I'll advise you in optimizing the physical appearance of your home to maximize the buyer's perception of value.

4. *Competition*

Prospective buyers are going to compare your property—both the condition and the price—to other active listings in and around your neighborhood. In order to get buyers' attention away from your competition and focused on your home, we will be competitive by properly pricing and staging your home.

5. *Timing*

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

Of these 5 factors, you can only change 2: **PRICE** and **CONDITION**.

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Pricing Misconceptions

It is very important to price your property at competitive market value when we finalize the listing agreement.



Buyers and Sellers Determine Value

The value of your property is determined by what a **buyer** is willing to pay and a **seller** is willing to accept in today's market.

Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.

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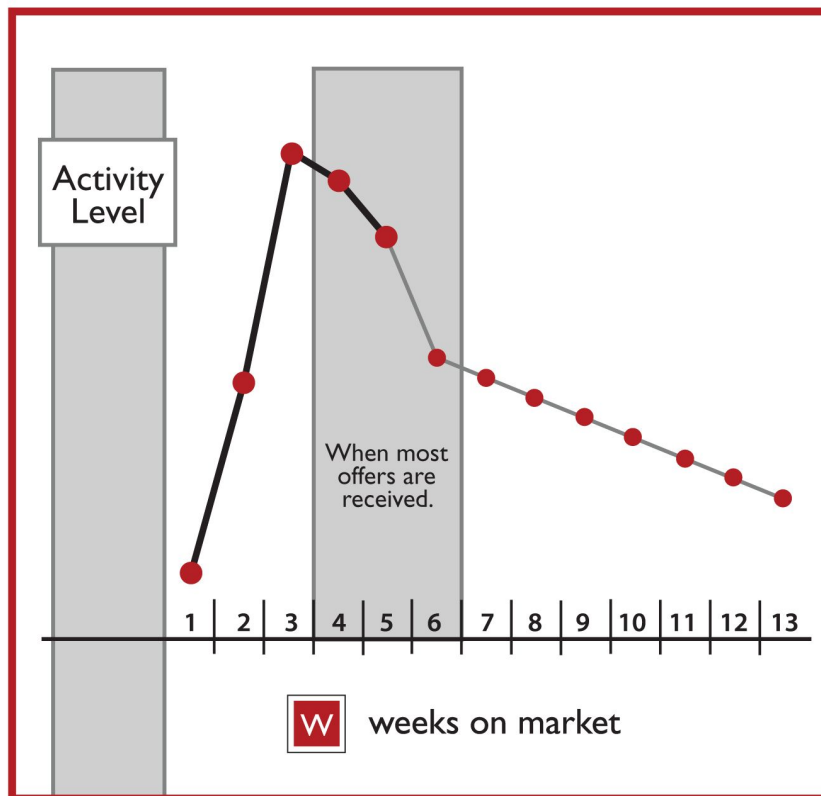
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Price Competitively—The First 30 Days are Critical

The right price is important.

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.



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Preparing Your Home for Sale

Did you know well-placed furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.

Here are some inexpensive ways to maximize your home's appeal:

Exterior

- Keep the grass freshly cut.
- Trim trees and brush away from the house.
- Remove all yard clutter and trash cans.
- Apply fresh paint to wooden fences.
- Paint the front door.
- Weed and apply fresh mulch to garden beds.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.
- Ensure gutters and downspouts are firmly attached.

Interior

- Remove excessive wall hangings, furniture and knick-knacks (consider a temporary self-storage unit).
- Clean or paint walls and ceilings.
- Shampoo carpets.
- Clean and organize cabinets and closets.
- Repair all plumbing leaks, including faucets and drain traps.
- Clean all light fixtures.

For Showings

- Turn on all the lights.
- Open drapes in the daytime.
- Keep pets secured or take with you.
- Play quiet background music.
- Light the fireplace (if seasonally appropriate).
- Infuse home with a comforting scent like apple spice or vanilla.
- Vacate the property while it is being shown.

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My 18-Step Marketing Plan

Designed to capture the maximum exposure for your home in the shortest period of time, I'll implement my proven 18-Step Marketing Plan.

1. Show how to stage your home to cast a positive light on the features most important to buyers.
2. Suggest and advise changes necessary to make your property more saleable and ultimately net you more money.
3. Develop a comprehensive list of features and benefits of your property for cooperating agents to use with their potential buyers.
4. Price your home strategically so you're competitive with the current market and current price trends.
5. Place "for sale" signage with contact information for local advertising.
6. Distribute "just listed" notices to neighbors, encouraging them to tell family and friends about your home.
7. List your home on the global MLS systems, including plenty of photographs and a description of your property.
8. Optimize your home's internet presence by advertising online via Facebook and Instagram
9. Place your home on the MLS App used by thousands of prospective buyers daily.
10. Produce a virtual tour of your home, placing it on hundreds of sites to attract both local and out-of-town buyers.
11. Create a home book, comment cards and flyers to place inside your property.
12. Target my marketing to active real estate agents who specialize in selling homes in your neighborhood.
13. Include your home in our company and MLS tours, allowing other agents to see your home for themselves.
14. Advertise your home on my neighborhood apps as well as in direct email campaigns and social media.
15. Create an open house schedule to promote your property to prospective buyers and market those open houses.
16. Target active buyers and investors in my database who are looking for homes in your price range and area.
17. Follow up with potential lead and prospective buyers that have viewed your home for feedback
18. Provide you with weekly updates detailing my marketing efforts.

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Closing 101

The closing process finalizes the sale of your home and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed to your home.

Here are a few things to bring to the closing:

- House keys
- Garage door opener(s)
- A picture ID

What can you expect?

The closing agent will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; conduct the closing; make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any monies due to you.

What are your costs?

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee or title insurance premium

After the closing, make sure you keep the following for tax purposes:

- Copies of all closing documents
- All home improvement receipts on the home you sold

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Moving Checklist

New Address: _____

Before you move, you should contact the following companies and service providers:

Utilities:

- _____ Electric
- _____ Telephone
- _____ Water
- _____ Cable
- _____ Gas

Insurance Companies:

- _____ Accidental
- _____ Auto
- _____ Health
- _____ Home
- _____ Life
- _____ Renters

Professional Services:

- _____ Broker
- _____ Accountant
- _____ Doctor
- _____ Dentist
- _____ Lawyer

Business Accounts:

- _____ Banks
- _____ Cellular Phones
- _____ Department Stores
- _____ Finance Companies/Credit Cards

Government:

- _____ Internal Revenue Service
- _____ Post Office
- _____ Schools
- _____ State Licensing
- _____ Library
- _____ Veterans Administration

Subscriptions:

- _____ Magazines
- _____ Newspapers

Clubs:

- _____ Health and Fitness
- _____ Country Club

Miscellaneous:

- _____ Business Associates
- _____ House of Worship
- _____ Drugstore
- _____ Dry Cleaner
- _____ Hairstylist

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