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@RISEGROUPESTATE

SELLER'S GUIDE

RISE REAL ESTATE GROUP



HELLO

If you choose to do business with RISE Real Estate Group, expect a different kind of real estate experience.

This Seller's Guide isn't anything you've seen before.

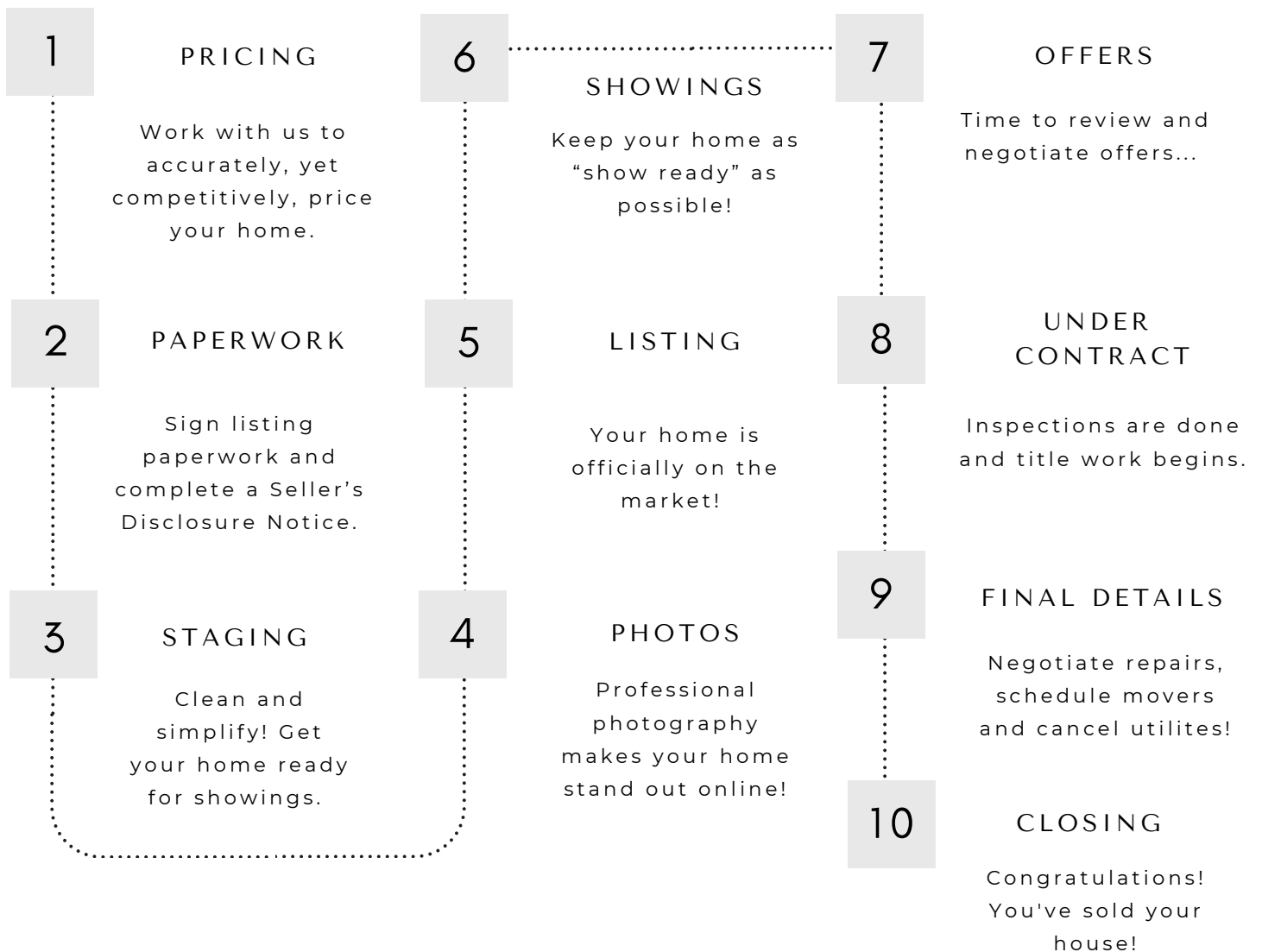
You won't see our unique value propositions, our photoshopped pictures or our lengthy biographies (you can visit our website for that).

Because selling your home isn't about us.
It's about you.

So sit back and enjoy a different real estate experience.

HOME SELLER'S ROADMAP

Follow this high level road map to help you sell your home!



TEN STEPS TO SELLING A HOME

- 01 PRICING
- 02 PAPERWORK
- 03 STAGING
- 04 PHOTOS
- 05 LISTING
- 06 SHOWINGS
- 07 OFFERS
- 08 UNDER CONTRACT
- 09 FINAL DETAILS
- 10 CLOSING

ESTABLISH A PRICE

01

LISTING PRICE

Setting a reasonable listing price is one of the most important aspects in the entire home selling process.

If you list too high, you might not get any showings/offers and it can take you a while to sell your home.

Alternatively, if you price too low, you might be missing out on a greater return on your investment.



WHAT DETERMINES THE PRICE?



In order to accurately price your home for sale:

1. We must understand what has sold in your neighborhood or comparable area. We call comparable sold homes “comps” and use them to determine a list price.
2. We must understand what is currently active. This is our “competition.” What is it going to take to give us an edge?

COMPLETING PAPERWORK

02

LISTING AGREEMENT

In order to legally list your home, we must have a signed Listing Agreement. This form outlines the terms of our agreement and specifies list price, list term, commission, etc. Please review this form before signing.

IMPROVEMENTS & ACCESSORIES

If you were to turn your home upside down, anything that falls out would be considered personal property. That is yours to keep! Anything attached would stay with the property, unless it's reserved/excluded (see below).

EXCLUSIONS

You can exclude anything from the sale of your home. If you'd like to keep your chandelier, TV mounts, etc. just inform your agent and be sure it's in the contract you sign. For more on this, see Paragraph 2. B-D on the Listing Agreement.

SELLER'S DISCLOSURE

This disclosure form is required by sellers of previously occupied single family residences and is to be used in conjunction with a contract for the sale of real property. It contains information required to be disclosed by Section 5.008 of the Texas Property Code regarding material facts and the physical condition of the property.

You will find that most all of the paperwork we ask you to complete/sign will be online. We use a system called ZipLogix for e-signatures. The system we use to complete a Seller's Disclosure is called Seller's Shield. If you have a problem with online signatures, please let your RISE Agent know.

During your representation by RISE Real Estate Group, you will NEVER be asked, via email to wire or send funds to ANYONE, not even a title company or lender.

PREPARE YOUR HOME

03



Be sure to put away any personal belongings (guns, medications, jewelry, important documents) to ensure safe showings. While we never anticipate anything happening, it is best to be prepared.

HOME STAGING TIPS

- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- Keep a “minimalist mindset.” When in doubt, throw it out. (Or find a new “out of sight” home for it!)
- Don’t forget the front of your home! This is often the first impression for buyer. Be sure it appears clean & maintained.

PREPARING CHECKLIST



INSIDE THE HOME

- Dust (surfaces, ceiling fans, shelves, etc.)
- Consider neutral paint, if necessary
- Find arrangements for pets and children, and remove toys and clutter from main spaces
- Enhance smell by lighting a neutral candle.
- Minimize & simplify!

OUTSIDE THE HOME

- Take care of the landscaping (cut the grass, sweep leaves, trim the trees and bushes, plant flowers).
- Remove weeds.
- Consider repainting or re-staining any posts, decks, or fences.
- Sweep porch and wipe down front door.
- Consider hiring professional window cleaners (it makes a huge difference)!

PHOTOS

04

It's picture day!

Keeping the "minimalist mindset," ensure all your spaces are simplified and clean.

Open all the blinds, turn off fans and turn on all lights.



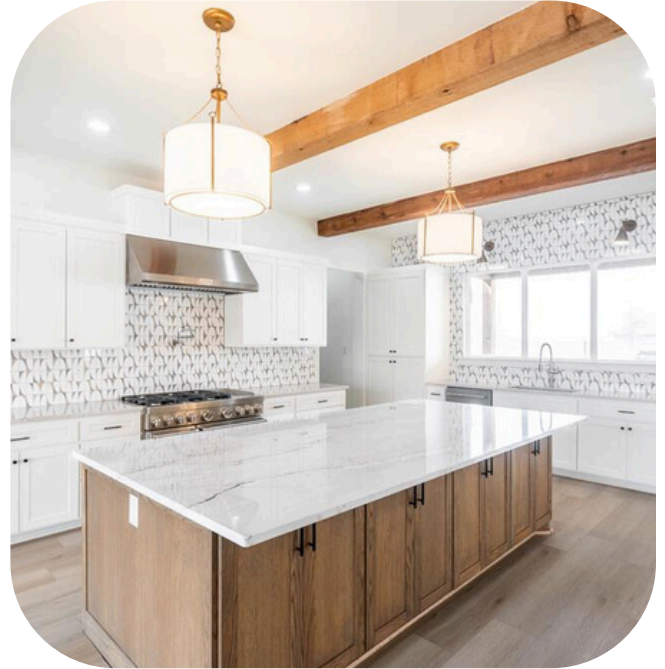
MARKETING TIPS

- Communicate with your agent on what you personally love about the home. Do you have fantastic neighbors? A great spot to trick-or-treat? Things like this can help us add a personal touch!
- Share any recent updates/improvements with your RISE Agent.
- Keep your availability for showings as flexible as possible! You don't want to miss out on any opportunities!

LISTING

05

Once we receive all the signed listing paperwork from you and the edited photos from our photographer, we are ready to take your listing to the open market!



Congratulations! You have officially listed your home for sale.

We will place a sign in your yard and a lockbox on your door for showing agents to access your home. (Unless otherwise specified.)

Additionally, your home will be listed on the MLS, social media, and home search websites for maximum exposure.

SHOWINGS

06

Make sure that your calendar is as flexible as possible for showings. This will help provide potential buyers with more viewing options.

You should make arrangements for pets during viewing times, to help make the viewing experience as pleasant and distraction free as possible.

If you require a minimum showing notice or don't want your home shown during certain times of day, communicate that with your agent and we can accommodate!

If at all possible, do not be present for showings. It can be uncomfortable for potential buyers.



SHOWING CHECKLIST

IF YOU ONLY HAVE FIFTEEN MINUTES

- ☐ Make the beds and fluff pillows
- ☐ Throw away any garbage
- ☐ Empty out garbage cans and take out the trash
- ☐ Clean the countertops and put away dishes
- ☐ Declutter the home, remove any toys
- ☐ Turn on all indoor and outdoor lights

IF YOU HAVE MORE THAN AN HOUR

- ☐ Complete the above list (15 minute list)
- ☐ Vacuum, sweep and mop the floors
- ☐ Wipe all major appliances, glass, and mirrors
- ☐ Fold or hang up visible clothing nicely
- ☐ Dust any visible or reachable areas



OFFERS

07



& NEGOTIATIONS

When we receive an offer, you have a few options. You will be able to accept the offer, negotiate and make a counter-offer, or reject the offer entirely.

Try not to be personally offended by any offers. Keep in mind, in a general sense, you are trying to sell for the most money and buyers are trying to pay the least amount of money. Your RISE Agent will guide the negotiations and ensure your best interest is always in mind.

Keep in mind also that price is not the only negotiable term. We can negotiate buyer closing costs, non-realty items, closing date and more!

UNDER CONTRACT

08

The offer will officially become binding once the buyer and the seller both agree to the terms in the contract (which includes the price).

Some things that need to occur before we are able to close:

- Home inspection
- Negotiate repairs
- Title work
- Final loan approval



FINAL DETAILS

09

While we don't anticipate obstacles, sometimes they happen during this phase! Remember, your RISE Agent is there every step of the way to help you navigate the process.

At this time you can start packing and scheduling movers!



CLOSING

10

Closing is the final step in your home selling process. This process happens at the title company and should take less than 30 minutes.

Be sure to bring your ID and bank account info (if you are receiving proceeds).

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the buyer.
- The ownership is transferred to the buyer.
- Any other documents including financing, insurance, and legal documents are exchanged.
- The negotiated purchase price is paid and any other fees (i.e. commissions) are paid.

Congratulations! You've sold your home!



RESOURCES

ROOFERS

Brad White 432-250-2741
Greg Weeks 432-553-2363
LBK Roofing 806-470-8551

PLUMBING

D&D 432-687-1011
Goode Plumbing 432-682-8071
Randy's Rooter 432-520-3030

HVAC

D&D 432-687-1011
M & M 432-520-4568
One Way 432-701-0614

ELECTRICAL

D&D 432-687-1011
Corey Sly 432-570-0229
NC Electrical 432-220-0858

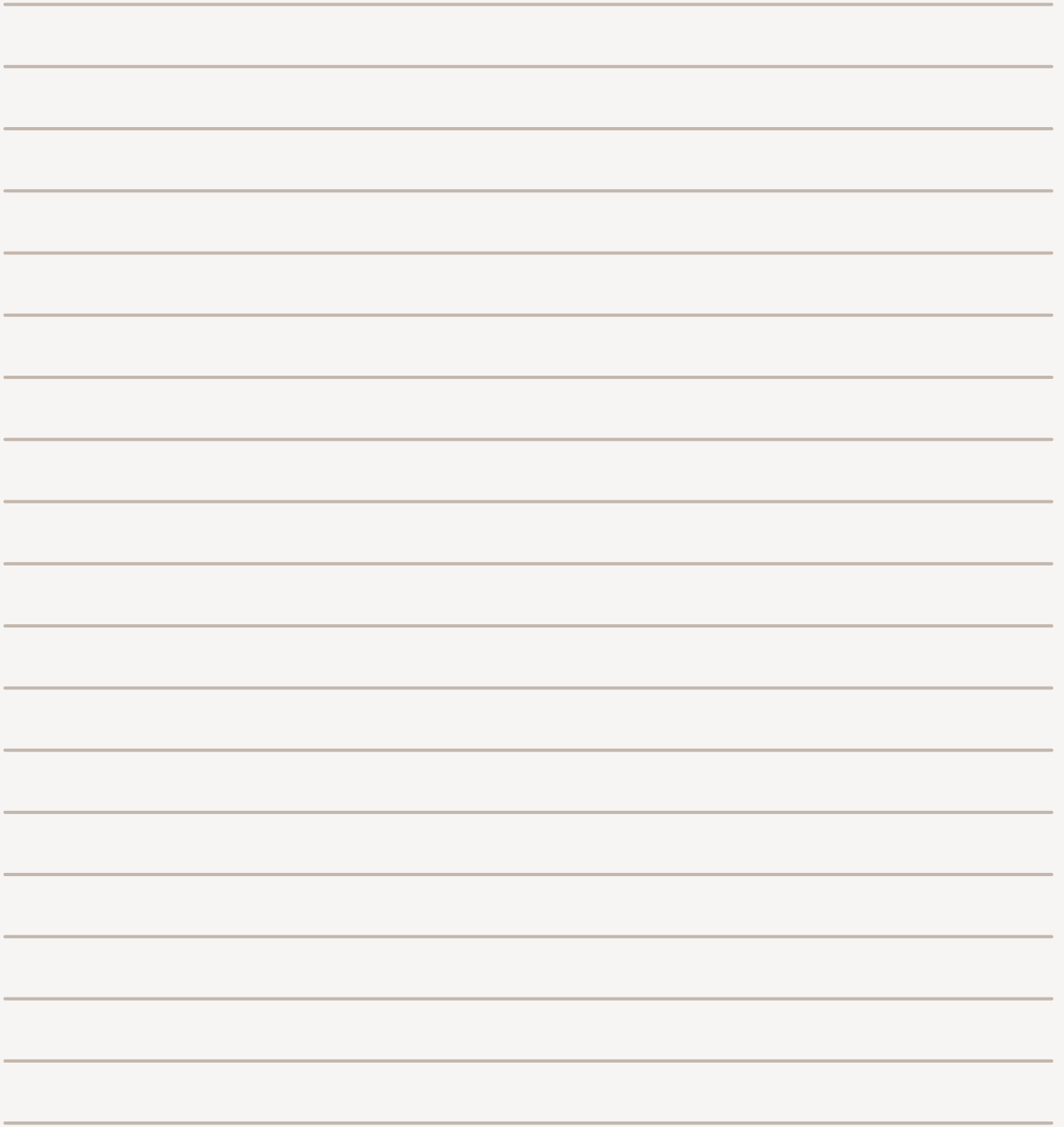
MOVERS

It's Your Move 432-210-3138
Mi Familia 432-231-5464
Brothers Moving 432-214-0048

PAINTERS

Alan Flores 432-638-8573
Pro Team Painters 804-245-7572
Premier Painting 432-631-8344

Notes



A light gray rectangular area with rounded corners, containing 20 horizontal brown lines for writing notes.