



Ashlee Sells Texas

HOME SELLER GUIDE

WWW.ASHLEESELLSTEXAS.COM

ABOUT ME




I Ashlee Cooper is a born and raised Texas girl and has called Montgomery County home for the past 9 years. She has been a licensed real estate agent since 2020 and is a Full Circle Texas agent.

As a highly driven Real Estate Agent in the local area, Ashlee brings a wealth of knowledge on local communities, current market conditions, and numerous real estate transactions. Within her 6 years of real estate experience, Ashlee has managed residential re-sales, new construction sales, residential land sales and leases all while constantly putting in continuing education hours so clients will have the most up to date strategies to win in the always changing market.

Ashlee Cooper

Real Estate Agent

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Serving Montgomery County & Surrounding Areas

SELLING PROCESS



1. GET READY

Identify your selling goals, Choose a Realtor & discuss a selling plan, Sign a listing agreement, Know your costs and responsibilities.



2. SET A PRICE

Discuss comparable home sales with your Realtor, Know the difference between list price and sold price, Set an appropriate market price for your home.



3. SHOW YOUR HOME

Prepare your home for viewings, Deep clean and declutter, Make needed repairs, Take professional photos & create video, Start promoting your house online and offline (social media, flyers, signs..), Schedule open houses.



4. NEGOTIATE OFFERS

Your Realtor will discuss each offer with you, Negotiate any repair requests & issues, You can either accept, deny or counter-offer, Accept the best offer presented, Agree to all the terms and sign the contract.



5. PRE-CLOSING & TITLE

The buyer will perform an inspection to reveal any needed repairs, Title search verifies you own the property, A property survey is completed, Buyer's final walkthrough within 24 hours prior to closing.



6. CLOSING

Review closing statement, Deed is delivered to buyer, title transferred & agreed-on costs are paid, Sign closing documents & hand over keys.

GETTING YOUR PROPERTY SALE-READY

Preparing a Property for Sale is crucial to attract potential buyers. Evaluate the property's condition, make necessary repairs, and declutter the space. Consider staging the property to highlight its best features and optimize the flow of each room. Enhance curb appeal for a positive first impression.

To maximize marketability, declutter and depersonalize the space. Stage the property by arranging furniture, adding tasteful decorations, and maintaining curb appeal. These steps create an inviting atmosphere and increase the likelihood of attracting potential buyers.



IMPORTANT INFO



In the real estate market, being informed is crucial for a successful home sale. Stay updated on local market trends, buyer preferences, and the selling process. Gather essential details about your property, such as square footage, upgrades, and recent renovations. Understand comparable properties to determine a competitive listing price. Stay knowledgeable about your mortgage, insurance, and any outstanding liens. Being prepared with this important information will empower you to navigate the selling process with confidence.



EFFECTIVE PROMOTION TECHNIQUES



Professional Photography

High-quality photographs that capture the best features of your property.



Compelling Property Descriptions

Well-crafted descriptions highlighting the unique selling points of your property.



Social Media Marketing

Leveraging popular social media platforms to reach a wider audience of potential buyers.



Virtual Tours

Immersive 3D virtual tours that allow potential buyers to explore your property online.



Local Publications

Advertising in local newspapers, magazines, and real estate publications to target local buyers.



Online Listings

Ensuring your property is listed on popular real estate websites and online marketplaces.



Email Marketing Campaigns

Sending targeted emails to a database of potential buyers to showcase your property.



Open House Events

Hosting open house events to attract interested buyers and create a sense of urgency.



Video Marketing

Engaging videos that showcase your property and its unique features.



Drone Photography

Aerial photography and videography to highlight the surrounding area and property amenities.



Professional Signage

Eye-catching signs and banners that attract attention and provide essential property information.



Collaborating with Local Agents:

Building partnerships with local real estate agents to increase exposure and reach a broader audience.

PROPERTY PREP CHECKLIST

- ☐ Declutter and remove personal items.
- ☐ Deep clean the entire property.
- ☐ Repaint walls in neutral colors.
- ☐ Repair visible damages.
- ☐ Enhance curb appeal with landscaping.
- ☐ Minimize furniture for a spacious feel.
- ☐ Optimize furniture arrangement for flow.
- ☐ Use strategic lighting for ambiance.
- ☐ Stage rooms with tasteful décor.

PROPERTY MAINTENANCE CHECKLIST

Full Name _____

Date _____

Address _____

Contact Phone _____

Email Address _____

• Have you ever performed property maintenance tasks before? Yes No

• Do you actively participate in any property maintenance activities? Yes No

if yes, please specify _____

• Have you ever been involved in property maintenance projects, such as renovations or remodeling? Yes No

if yes, please specify _____

Please check any of the following conditions related to property maintenance in real estate:

☐ Electrical outlets
☐ Roof condition
☐ Gutters cleaning
☐ Exterior paint
☐ Irrigation system

☐ Driveway repair
☐ Fence condition
☐ Windows cleaning
☐ Pest control
☐ Smoke detectors

☐ Flooring condition
☐ Walls and ceilings
☐ Doors and locks
☐ Ventilation system

How would you describe the typical condition of a property?

☐ Insulation check
☐ Sump pump
☐ Septic system

☐ Mold prevention
☐ Exterior lighting
☐ Security system

☐ Drainage system
☐ Staircase safety

I confirm that I have thoroughly read this property maintenance checklist and I understand every item listed. I believe there are no legal or financial conditions that may affect the property's maintenance. All of the provided answers are correct and true to the best of my knowledge.

Client's Signature

Seller's Signature



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INCLUSIVE SERVICES



01 **Comparative Market Analysis**

Provide a detailed analysis of recent sales and market trends to determine an accurate listing price for your property.

02 **Listing on Multiple Platforms**

List your property on various real estate websites and platforms to maximize exposure and attract a wider pool of potential buyers.

03 **Professional Photography**

Capture high-quality images of your property to showcase its best features and create a visually appealing listing.

THE IMPACT OF ACCURATE PRICING



Competitive Positioning

Accurate pricing attracts more buyers, giving your property a competitive edge and maximizing its market appeal. This increases the likelihood of receiving strong offers and achieving optimal value for your home.

Multiple Offer Opportunities

Accurate pricing creates a sense of urgency among buyers, leading to multiple offers and competitive bidding. This allows you to select the most favorable offer and negotiate terms that work in your favor.

Faster Sales Process

Accurate pricing attracts serious buyers, resulting in a faster sales process and reducing the time your property spends on the market. This avoids the need for price reductions and enables you to move forward with your real estate goals more efficiently.

CLOSING PROCESS



1

Property Highlights

Prepare a list of key property highlights and unique selling points to share with potential buyers during the open house. Highlight any recent updates, renovations, or special features that make your home stand out.

2

Security and Safety Measures

Ensure the security of your property by securing valuable items and having appropriate measures in place. Consider having additional support to manage visitor flow and maintain a safe environment.

3

Follow-Up and Feedback

Follow up with potential buyers after the open house, provide additional information, and gather feedback to gauge interest and make necessary adjustments for future showings.



OPEN HOUSE ESSENTIALS



Hosting an open house allows potential buyers to explore your property, envision themselves living there, and ask questions. It's an opportunity to showcase your home's features, create a favorable impression, and attract competitive offers. Prepare your home, create an inviting atmosphere, and effectively market the open house to maximize its impact. Make sure your property is clean, decluttered, and well-staged, and be ready to provide essential information. An open house is a chance to highlight your home's unique selling points and help buyers visualize themselves as the proud owners.

How do I determine my budget for buying a home?

Consider your income, debts, and desired monthly mortgage payment. Consult a mortgage broker for eligibility and establish a realistic budget.

What are the key steps in the home buying process?

Steps include pre-approval, property search, making offers, inspections, securing financing, and closing. A real estate agent can guide you through each step.

How do I know if a property is a good investment?

Consider location, market trends, property condition, and potential for appreciation. Rely on your agent's expertise for analysis and guidance.

What is the importance of a home inspection?

A home inspection identifies issues and helps make informed decisions. Hire a qualified inspector to assess the property thoroughly.

How does the closing process work?

Closing involves paperwork, financing, and transferring ownership. Your agent will guide you through the process and ensure all steps are taken.

ADDITIONAL NOTES

Date

Location

Your Notes

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