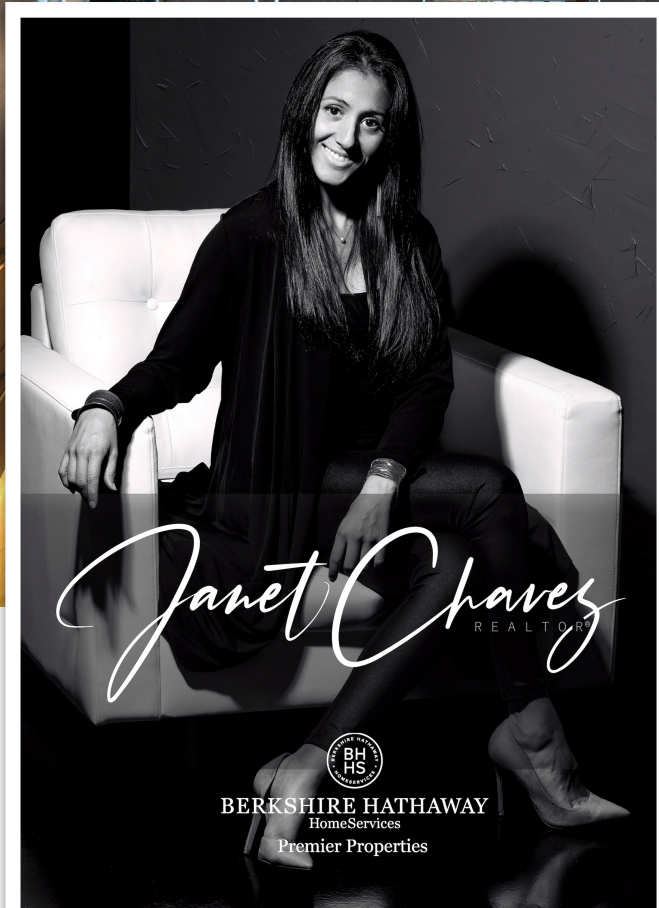


SELLING GUIDE



PROTECT YOUR REAL ESTATE ASSET AND SELL IT RIGHT!

Involved in the real estate industry for almost 20 years and with her extensive experience working closely with agents, investors and builders through various business ventures, Janet and her team go above and beyond expectations to help you in this process of Selling! You are not alone, let us do what we know!

Buyer

"Ms. Janet Chavez is hands down the best realtor ever! Beyond grateful to have worked with such an intelligent, professional and experienced realtor like her. If you are interested in buying your future home or selling she's your go to lady and will make it happen. Highly recommend her services to any future clients."

Montgomery, TX 77356

Seller

"Janet was always responsive and kept a positive attitude even when we had some tough times through the process. This made just a huge difference as it build my confidence that we'd sell the house. She suggested different strategies at the right time and helped us select the best offer when we faced multiple offers. I'd definitely recommend Janet!"

Carlton Woods
The Woodlands, TX



Buyer

"Janet Chavez was impressive to work with. She was quick to find us location, diligent on the contract and getting us signed. Impressive communication with the landlord and feedback responses. I would use Janet again for sure."

Montgomery, TX 77356

WHY

JANET & HER TEAM?

Buyer

"Janet was amazing. She was so informative and answered any questions we had along the way. She truly had our best interest at heart. I would recommend Janet to anyone because I know she goes above and beyond for her clients. I can't thank her enough for all her help."

Montgomery, TX 77356

Buyer

"Janet Chavez is the best realtor I have met. She's present in all the process any day of the week and helped us to Find what we were looking for."

Montgomery, TX 77356

Seller

"Janet was amazing guiding us through the whole process, beginning to end. Understood all the details and necessary steps to do the right sale. Gave us a lot of feedback and advice on how to present the house and we got even more of what we were asking for."

The Woodlands, TX 77389

Buyer

"Very smooth and simple transaction, Janet is an extremely knowledgeable realtor! Thank you!"

Lake Conroe, TX

LET'S GET STARTED

We begin by matching your objectives and priorities with the process of marketing and selling your house.

www.JanetChavezRealtyGroup.com

THE FIRST 3 STEPS

TOWARDS SELLING YOUR PROPERTY ARE...

Learning the
Story of Your
Home &
Neighborhood

Clarify and
Prioritize
Your
Expectations

Obtain your
property's
Highest
Value!

WHAT TO EXPECT when I visit your home?



NOTE!

This process should take approximately one – two hours.

www.JanetChavezRealtyGroup.com

The initial walk-through is key! Examine the property and its features, discuss your timeline and preliminary price range.

This information, along with your completed homework, will be used to compile a more complete pricing analysis to be provided to you within 24 – 48 hours of our visit unless its done that day.

We will also use this time to note any questions I have and determine if any actions are necessary to optimize showing.

We will also review any comparable sales and listing in your neighborhood and surrounding area on a daily basis.

WE are Excited to Meet You **and your pets!**

BEFORE WE LIST...

We will need some valuable information from you to make sure we showcase your property at its best!

Once you are ready these are quick forms we will send your way to fill out online!



HOMEWORK

Getting To Know You

Additional Marketing Features

10 Things We Have Enjoyed The Most

Sellers Checklist

Utility Bills

Upgrades

UNDERSTANDING MARKET VALUE

Pricing your home for the current market is important for maximum exposure and a satisfactory sale.

Prospective Buyers Determine a **Property's Value** Based on:

- Location, design, amenities, and condition.
- Economic conditions that affect real property transactions

Factors That Have Little or **NO** Influence On the Market Value:

- The price the seller originally paid for the property.
- The amount spent on improvements.

The **impact** of accurate pricing:

- Properties priced within market range generate more showings and offers
- Properties priced too high have a difficult time selling.

IMPORTANCE OF PRICING

5 FACTORS AFFECTING THE VALUE OF YOUR PROPERTY

Price - Based on Recent Sales: Comparable, recent sales in the area are how buyers and agents determine the fair market value of your home.

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

Condition: The condition of the property affects the price and the speed of the sale.

Competition: Potential buyers are going to compare your property- both the condition and the price- to other active listings in and around your neighborhood.

Timing: Property values are affected by the current real estate market.

Even in today's sellers' market, setting the right price for your house is one of the most valuable things you can do.



PREPARING
your PROPERTY TO SELL

Janet Chaves
REALTOR®

REMEMBER

JANET'S BACKGROUND?

Upon her visit to your property, she will take pictures and make a list of suggested TO-DO's before putting the home on the Market. She will walk the whole interior and exterior and prepare a detailed list for you! Thank you!



You will get to experience firsthand, her passion for Design and her desire to showcase your property at its best!

Preliminary Suggested TO-DO List

1. Boost curb appeal:
 - Power-wash siding and walkways
 - Wash windows
2. Create an inviting porch: Keep your porch lights on in the evenings
3. Get your house sparkling clean:
From shining floors and gleaming windows to clean counters and scrubbed grout, every surface should sparkle. Don't skimp – this step is key!
4. De-clutter.
It's not easy, and it may even require utilizing offsite storage temporarily, but it is well worth the trouble. Clean and clear surfaces, floors, cupboards and closets. Purge anything unnecessary or unsightly. NO PERSONAL PICTURES!
5. Rearrange your furniture: We will work on this if necessary.
6. Choose sophisticated neutral colors, stay with what's trending but make sure it goes with your home style: We suggest a neutral beige-gray.
7. Make it look live-able: Make sure all bathrooms have toilet paper and matching towels. Add a little detail to your counter. A nice Orchid plant maybe? A powerful phrase on a modern frame will make a statement too!

TAKE
CARE
OF
LIST!

WHY

BERKSHIRE HATHAWAY HomeServices?

ADMIRED COMPANY

Berkshire Hathaway Inc. is
one of the most
admired companies in
the world announced by

Berkshire Hathaway HomeServices is among the few organizations entrusted to use the Berkshire Hathaway name - a name representing strength, integrity, stability, and longevity. In turn, Berkshire Hathaway HomeServices network members, and every agent that operates under that member's name, reflects those same values. I am proud to be an ambassador for such a strong, trusted brand and it's a brand you'll want empowering you, too, as we begin the process of selling your home...

together.

TRUSTED COMPANY

The Berkshire Hathaway HomeServices brand is framed on the very same core values of its namesake (Warren Buffett's Berkshire Hathaway Inc., one of the world's most trusted, respected, and admired corporations) - Trust, Integrity, Stability and Longevity.



MARKETING YOUR PROPERTY

How we'll advertise, optimize and communicate

Print and Online Marketing

Professionally designed eCards, direct mail postcards and property brochures will showcase your home in the best possible way.

Property Website

Your home will be easy to find with its own personalized property listing website URL

Professional Photography

My photography marketing package includes:

- 50+ high-resolution still photographs,
- 2-4 aerial photos taken via drone (as necessary)
- 3D Matterport Virtual Tour (as necessary)

Professional Social Media Accounts

- Facebook: @JanetChavezRealtor
- Facebook: @thewoodlandspreproperties
- Instagram: @janet.chavez.realtor
- Instagram: @Bhhsprepropertiethewoodlands
- Website: www.janetchavezrealtygroup.com

Advanced Video Marketing

A professional, quality-branded video will be featured on YouTube as well as an online Virtual Tour.

Local Digital Advertisement & out of State if necessary

Consumers are mobile and so are we. In addition to the national marketing campaign, our digital advertising efforts will continue locally with interest-based and geographically targeted campaigns.



GLOBAL MARKETING

The world is watching your home

When selling your home, we deliver maximum exposure to the right audience reaching millions of unique users monthly. The world's a big place and, for Berkshire Hathaway HomeServices' global listing syndication, we'll be where the action is.

Listings are syndicated to:

- berkshirehathawayhs.com
- zillow.com
- trulia.com
- wsj.com
- europe.wsj.com
- asia.wsj.com
- mansionglobal.com (\$1 million +)
- Mansion Global WeChat Channel (\$1 million +)
- Barron's (\$1 million +)
- WSJ Market Watch
- juwai.com
- propertylistings.ft.com (Financial Times, London)

Our global syndication strategy capitalizes consumer preferences and search patterns to keep Berkshire Hathaway HomeServices network listings in front of the world's serious and qualified home buyers.

Global Print Advertising

Attracting the right audience through print is an important part of our global print strategy. Our print ads appear in high-quality publications including The Wall Street Journal, Mansion Global Magazine, Unique Homes Magazine, Prestige, Dupont Registry, PENTA and NetJets Magazine.



OUR COMMITMENT TO YOU...

QUALITY

We deliver excellence and aim to exceed expectations in everything we do.

INTEGRITY

We conduct ourselves in the highest ethical standards, demonstrating honesty, and fairness in every decision and action.

AGILITY

We act expeditiously to address our client's need in a changing market.

COURAGE

We advise and make decisions in the best interests of our clients, even in the face of personal or professional adversity.

TRUST

We always treat our clients and each other with dignity and respect.

FUN

We believe in having fun at work and with each other.



BERKSHIRE HATHAWAY
HomeServices
Premier Properties





BERKSHIRE HATHAWAY
HomeServices
Premier Properties

Janet Chavez



THANK YOU

We are here for you!

**For a more detailed Selling Guide, please give us a call:
832-298-2596**

Regards,
Janet Chavez & Janet Chavez Realty Group