

Seller's Guide

A COMPLETE GUIDE FOR SELLING YOUR HOME



WWW.CARLESHIAWALKER.COM





Carleshia Walker

Hi! I'm Carleshia Walker and I am honored to be working with you! Selling a home is one of the biggest decisions you will make and I'm going to be here with you every step of the way!

I am a licensed Realtor® and Broker in Texas, Missouri, and Kansas and specialize in educating clients through every step of the real estate process.

I graduated from The University of Missouri Kansas City in 2012 with a Bachelor's of Business Administration/Finance and began my real estate career in 2013. I've had experience with residential and commercial buyers and sellers in many different markets and price ranges and have also assisted clients with negotiating residential and commercial lease agreements. My resume is unique and I am excited to use the education and tools I've mastered to help you! Every buyer/seller is different and has different wants, needs, and financial goals. I'm looking forward to getting to know you and what yours are!

Let's Connect



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10 STEPS TO SELLING A HOME

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1

FIND A GREAT AGENT

A licensed Realtor® is a huge asset to you as you go through the home-selling process. This is one of the biggest transactions of your life and you need a skilled professional guiding you through the process.

As your Realtor®, I will be working with your best interests in mind and will help guide you through all the stages of selling your home.



2

ESTABLISH A PRICE

PRICING YOUR HOME ACCURATELY...

The listing price is one of the most important factors in a successful home sale. I'll research your neighborhood and the current market conditions in detail to ensure that our listing is accurately priced. I'll also provide you with a comparative market analysis (CMA) that shows what homes in a 1-2 mile radius, of comparable size and condition have sold for in the last 90-120 days. Being as specific as possible when choosing comparable properties will give us the most accurate listing price and will attract the most potential buyers. I'll compare bedroom/bathroom count, garage spaces, square footage, floor plan, lot square footage, number of stories, special features, upgrades, etc. to make sure our pricing agrees with the market.

3 PREPARE YOUR HOME

To increase the likeliness of selling your home quickly and for top dollar consider hiring a professional cleaner to get the home show ready. Also, do a quick spruce up on the outside of the home for maximum curb appeal. Most importantly, check on the mechanics of the home to make sure everything is in proper working condition.



When potential buyers are coming through your home, make sure to keep all valuables and personal information out of sight. Remove any family photos, clutter, and items that can be packed away so that potential buyers are able to imagine themselves living in the home. A professional home stager can be hired to help here.

LISTING PHOTOGRAPHY READY...

- Professional photos will be taken of your home as these determine whether or not potential buyers will book a showing
- Declutter as much as possible as well as pack away any items that are not being used regularly
- Wipe down countertops and surfaces, vacuum, and dust as these small things can show up in pictures

4

MARKETING



Our marketing plan is all about **VISIBILITY!** We want the maximum amount of potential buyers for your property. The best marketed homes have beautiful photos and compelling listing descriptions that draw in potential buyers.

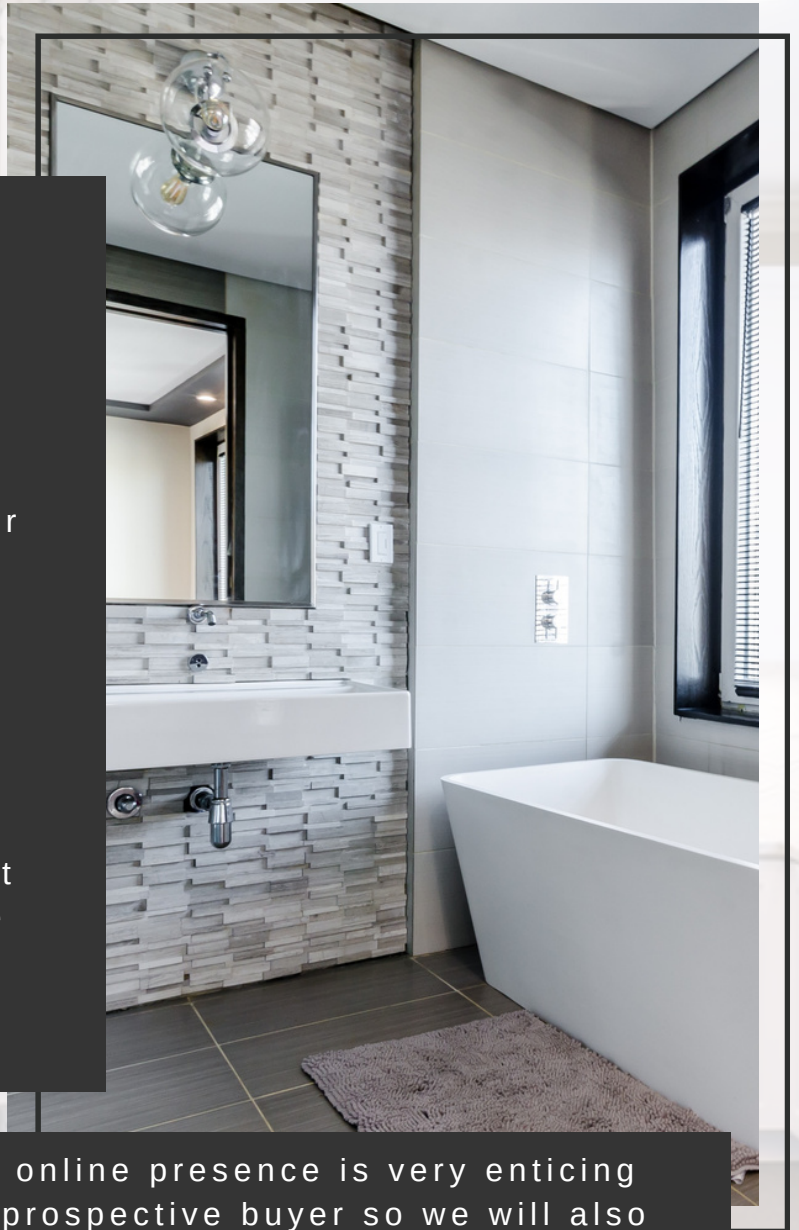
Our Marketing Plan...

- Professional listing photography creating a walk through experience
- Yard Signage
- Advertisement on social media
- Open house first weekend on the market
- Utilization of syndication through MLS as 90% of buyers search online first
- Neighborhood "Just Listed" postcards
- My sphere of influence- word of mouth among real estate professionals, past clients, family and friends

5 LISTING

As your Realtor®, I will input your home's details and pictures into the MLS (multiple listing service) system. This is the system used by real estate professionals to see what homes are available for their clients. MLS provides the most accurate information in comparison to other sites and most importantly, the non-public information most relevant to agents and their buyers. I'll make sure that the description/details about your home is 100% accurate ensuring that it is visible to all buyers who have matching search criteria.

Your online presence is very enticing to a prospective buyer so we will also advertise on social media sites such as Instagram, Facebook, and LinkedIn. Since many people start their home search online, I will use syndication to share on sites such as HAR.com, Zillow.com, Realtor.com, and Trulia.com.



6 SHOWINGS



A vital point to keep in mind while showing your home is flexibility.

Licensed agents will set up private showings for their buyers and I will also host an Open House. As previously mentioned, the goal is to get as many potential buyers in your home as possible.

You want the potential buyer to be able to envision themselves living in your home so you'll want to tidy up before all showings.

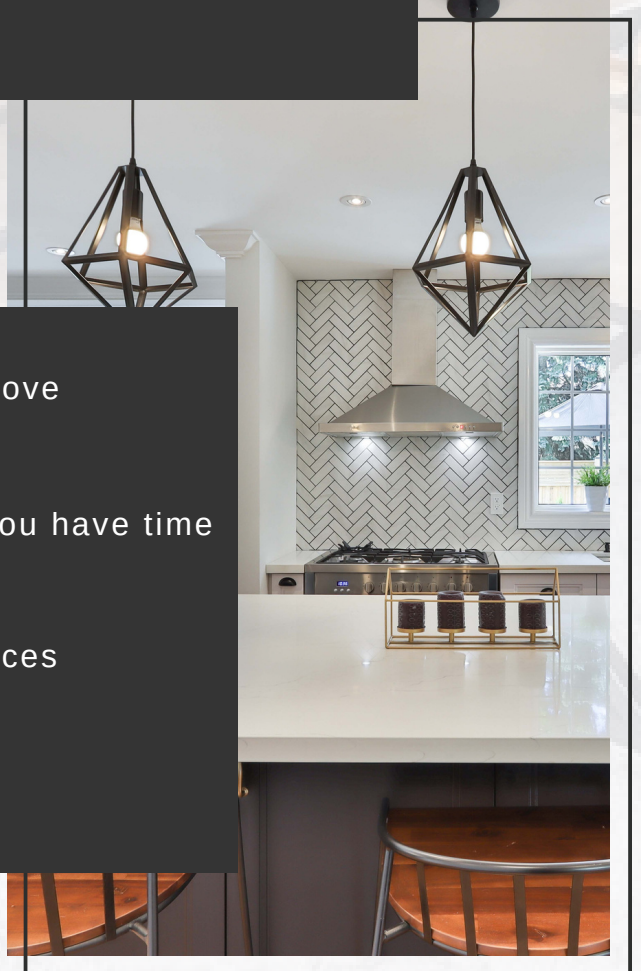
SHOWING CHECKLIST

...if you have ten minutes

- ☐ Make all beds
- ☐ Put all clutter in a laundry basket and hide it away
- ☐ Empty all garbage cans and take out trash
- ☐ Wipe down all countertops and put all dishes in dishwasher
- ☐ Put out your nice towels
- ☐ Pick up all toys and personal items
- ☐ Turn on all lights

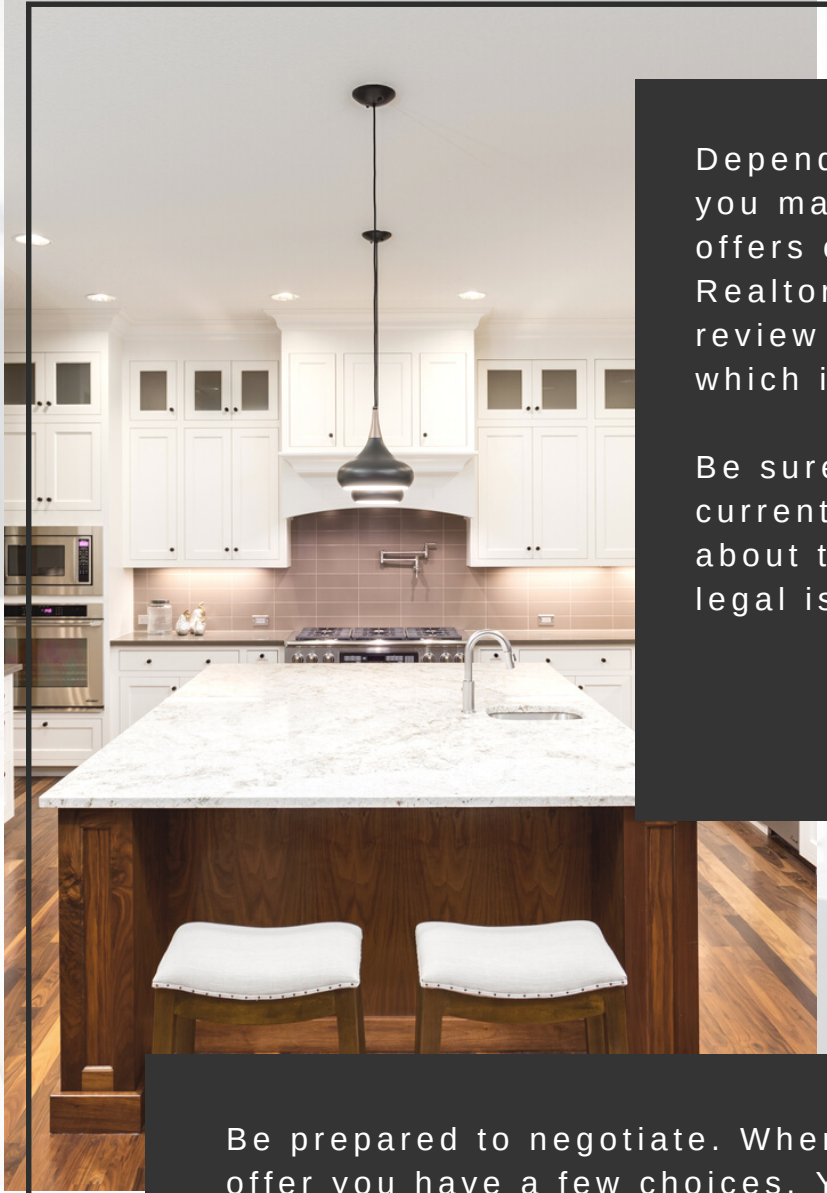
...if you have an hour

- ☐ Do everything on the ten minute list above
- ☐ Vacuum all carpet and rugs
- ☐ Sweep all hard surface floors, mop if you have time
- ☐ Wipe down major appliances
- ☐ Wipe down all glass and mirrored surfaces
- ☐ Put away all laundry
- ☐ Quickly dust highly visible surfaces



7

OFFERS & NEGOTIATIONS



Depending on the market, you may receive multiple offers on your home. As your Realtor®, I will help you review each offer and decide which is best for you.

Be sure to disclose any current issues you know about the home to avoid any legal issues later.

Be prepared to negotiate. When you receive an offer you have a few choices. You can accept the offer as it is, make a counter-offer or reject the offer altogether.

It can sometimes take a couple of counter-offers back and forth before an agreement is made on both sides. I'll be here every step of the way.

8

UNDER CONTRACT



An offer doesn't become binding until both the buyer and seller agree to the terms and sign a contract.

At this point, several things still need to occur before closing. These include... home inspection, title search, appraisal, and a final walk-through by the buyer, usually within 24 hours of the closing.

9 FINAL DETAILS



This is a great time to get finished packing. Make sure to keep current on insurances and payments and keep all utilities on until closing. Also be prepared as delays can sometimes happen.

10 CLOSING

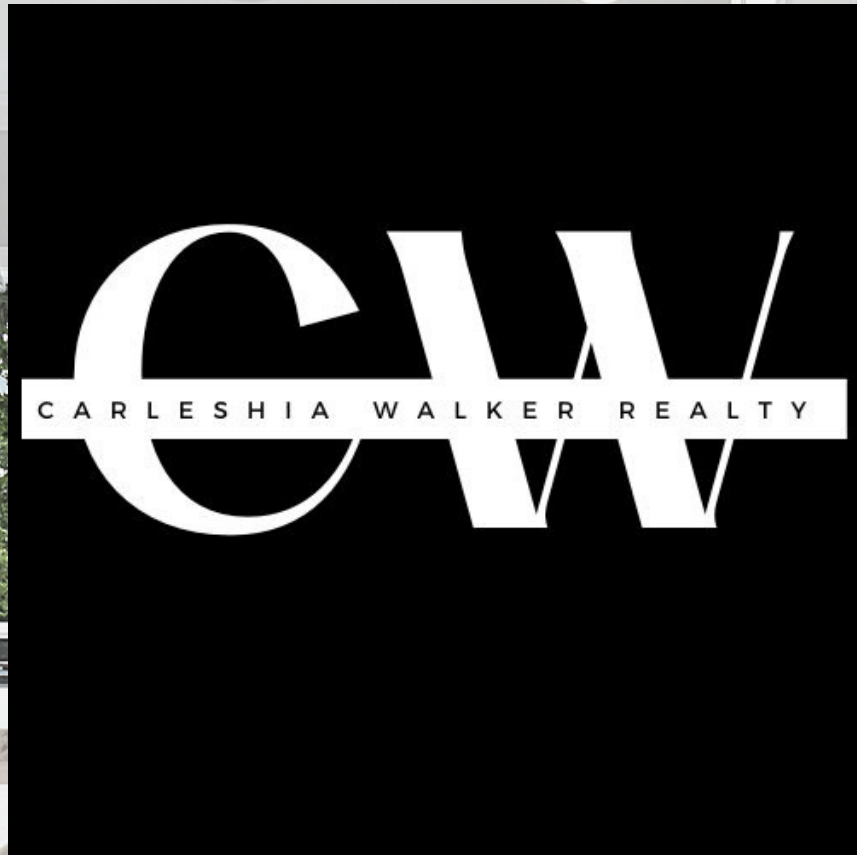
Closing is the final step in your home selling process.

During the closing, the deed is delivered to the buyer, the title is transferred, financing documents and title insurance policies are exchanged, and the agreed upon costs are paid.

Any fees will be deducted from the proceeds of your sell which may include agent commissions, loan fees, taxes, title insurance charges and recording/filing fees.

Congratulations on selling your home!!

A faint, stylized illustration of a modern interior space, possibly a kitchen or living area. It features a large white cabinet or island with a countertop. On the countertop, there are various items including a blue container, a glass, and some papers. In the background, there is a window and some plants. The overall style is minimalist and modern.



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