

FULL SERVICE – FULL TIME – SENSIBLE COMMISSIONS

Atomic Realty presentation

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ATOMIC REALTY IS
FULL TIME,
FULL SERVICE
CHARGING SENSIBLE COMMISSIONS.
PAYING MORE DOESN'T GET YOU MORE.

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FULL SERVICE – FULL TIME – SENSIBLE COMMISSIONS

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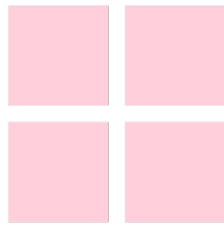
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FULL SERVICE – FULL TIME – SENSIBLE COMMISSIONS

ABOUT ATOMIC REALTY

The future of Real Estate is now: Atomic Realty

At Atomic Realty, we believe real estate should be modern, efficient, and affordable. That's why we offer full-service marketing—without the inflated costs tied to traditional brokerages. In today's digital age, physical offices are outdated and expensive. Many agencies still maintain storefronts and pass those high overhead costs on to you through steep commissions. We don't—and that saves you money.

Atomic Realty – Honest, Professional, Full-Service Real Estate

At Atomic Realty, we're full-time, full-service brokers committed to providing clear, professional, and affordable real estate solutions. Based in Los Alamos, we proudly serve clients throughout Santa Fe, Los Alamos, White Rock, Taos, Angel Fire, and Red River.

Some large brokerages claim that a storefront makes a business more legitimate. But think about it: Are companies like Amazon, Redfin, or eBay any less credible because they operate online? Of course not. The reality is, traditional firms fund their costly infrastructure with your commission dollars.

Atomic Realty is built differently—and better. By eliminating brick-and-mortar locations, office staff, and outdated marketing methods, we keep our overhead low and our pricing more than competitive.

Why Atomic?

Because we're redefining full-service real estate:

- ✓ Lower fees
 - ✓ Transparent process
 - ✓ Expert marketing
 - ✓ Personal support every step of the way
-
- ✓ Straightforward service – We're upfront about what we do and what it costs. No gimmicks, no surprises.
 - ✓ Fair, transparent commissions – You'll always know exactly what you're paying for.
 - ✓ Uncompromising integrity and professionalism – We hold ourselves to the highest standards to ensure you get the service you deserve.
 - ✓ Expert guidance you can trust – Whether you're buying or selling, we offer honest advice without pressure or sales tactics.

At the end of the day, the decision is yours: Pay for the buildings, salaries, and old-school advertising of a big box firm — Or choose Atomic Realty for a smarter, more cost-effective way to buy and sell real estate. Let Atomic Realty be your trusted partner in real estate.

MEET THE TEAM AT ATOMIC

David W. Houck, JD – Qualifying Broker & Owner

Real estate has been my passion and profession since I was 18. Over the years, I have held licenses in Arizona, Ohio, Wisconsin, Colorado, Oklahoma, and New Mexico, giving me a broad perspective on the industry. My experience spans across property sales, remodeling, management, flipping, subdivision development, and home construction—I truly understand real estate from every angle.

My educational background further strengthens my expertise:

- Juris Doctor (JD) – Seattle University, with a focus on property law, including Contracts, Public Land, Grazing, Environmental, and Timber & Range Law.
- Bachelor's in Physical Sciences – with minors in Math and Physics.
- Currently licensed as a Qualifying Employing Broker – in New Mexico and Oklahoma.

Mary "Kate" Houck, Ph.D.

With a background in chemistry and quality standards, I have spent over 20 years ensuring that customer expectations are met—whether in pharmaceuticals or real estate. My expertise in developing and improving industry standards has given me a keen eye for detail, problem-solving, and customer service.

My journey:

- BS in Chemistry – Creighton University (Nebraska)
- Ph.D. in Chemistry – Arizona
- Expert & Advisor – United States Pharmacopeia (Pharmaceutical Standards)
- Volunteer Official – Over a decade with USA Swimming

Alongside my husband, I have bought, sold, and invested in multiple properties, gaining firsthand experience in the real estate market. Now, I'm ready to apply my analytical skills, dedication, and customer-first approach to help you navigate your next real estate transaction with confidence.

WHAT WE DO FOR YOU

Selling Your Home with Atomic Realty: A Smarter Way to Move. When you're ready to sell, think of your Realtor as your strategic partner. At Atomic Realty, we're here to guide you through every step—from listing to closing—with expert advice, full-service marketing, and real savings.

Our Role as Your Realtor We're here to:

- Help you determine a competitive asking price
- Provide insights into current market trends
- Craft a detailed, data-driven marketing plan

But remember: while we're happy to check on your property or meet contractors if you're out of town, Realtors are not licensed or insured to perform services like cleaning, landscaping, or handyman work. These tasks should be handled by licensed professionals—not your broker.

Smart Pricing Starts with Strategy

Before we list your home, we'll work with you to:

- Analyze current market data
- Review recent comparable sales (CMA)
- Discuss how time-on-market and buyer behavior may affect your price

Avoid overpricing—homes priced too high often sit longer and attract lower offers. With Atomic Realty's low commission structure, you can price more competitively and still net more.

Pricing strategy after you are on the market- You want to sell your home as do we. While we generally supply you data, suggest a listing price, you then select the asking price.

if your home hasn't gone under contract in 3 weeks the market is saying it is priced too high under the current market conditions.

At this time, we suggest a price reduction.

If there have been few showings we suggest a significant reduction – the price is so over priced buyers and their brokers will not even come to the property.

If there are numerous showings but no offers we suggest a small price reduction. The price is generally attractive enough to get buyers to the house but there is something they don't like about it and a small price reduction may push them over the edge to buy.

FULL SERVICE – FULL TIME – SENSIBLE COMMISSIONS

Compare the savings example

	Big Box Listing Big box Buyer	Atomic Realty Listing Big Box Buyer	Atomic Listing With Atomic Buyer
Listing Commission	3%	\$599 + 1.5%	\$599 + 1.5%
Buyer Commission	3%	3%	\$599 Paid by buyer
Total seller pays	6%	4.5% + \$599	1.5% + \$599

You could save between 1.5% to 4.5% in commission compared to many big-box brokerages. On the Average sale price of \$600,000 in LA county that's a savings of \$9000- \$270000.

Why It Matters in Today's Market

With a flattening or declining market, pricing aggressively is key. Atomic's lower listing fees let you list at a more attractive price—helping you sell faster without sacrificing your bottom line and if an Atomic buyer makes an offer, you could save even more on commissions.

What You Pay with Atomic

Seller Agreement:

You'll pay \$599 + 1.5% for Atomic to list and market your home—that's all we charge . Compare that to some big box company's 3% listing fees and see the savings. "You can pay more, but you won't get more."

WHAT WE DO FOR YOU

Preparing Your Property - Make the Right First Impression

We offer expert guidance to get your home ready for market:

Staging tips for photos and showings

Vacant home strategy—should you professionally stage?

Security best practices during showings

Pre-sale inspections—are they right for your situation?

Effective Marketing That Gets Results We use proven methods to attract qualified buyers:

MLS, Zillow, Realtor.com & major platforms

High-quality photos & 3D walkthroughs

Yard signs & local visibility

Targeted social media ads

Open houses & agent outreach

You'll receive:

Weekly Monday updates on showings and open houses

Weekly Friday updates after accepting an offer, covering financing, inspections, appraisals, and more

From Offer to Close - We manage every detail:

Coordinate all showings and feedback

Present and explain offers clearly

Negotiate with your goals in mind

Coordinate contracts, title, inspections, and deadlines

Keep all parties on track for a smooth closing

FULL SERVICE – FULL TIME – SENSIBLE COMMISSIONS

WHAT YOU DO – \$599 + 1.5% FULL SERVICE.

What to Know Before Listing Your Home

Selling your home is a partnership—one that works best when we're aligned. At Atomic Realty, we're committed to helping you achieve your goals, but success requires preparation and realistic expectations. We're not magicians—just hardworking professionals dedicated to guiding you through a successful sale.

Key Factors in a Successful Sale

The main elements that influence a home sale are price, cleanliness, condition, and market trends. Ask yourself: Would you pay your current asking price for your home as it is today? Is it priced well, clean, well-maintained, and updated?

Market conditions are shifting. While price isn't always the issue, it's often the solution. Homes that are priced right and show well tend to sell faster—and for more.

Essential Seller Responsibilities

1) Listing Price

We'll provide a Comparative Market Analysis (CMA) based on recent sales and market data.

You choose the final price, but we strongly recommend using our data-driven insights to guide your decision.

2) Preparing Your Home

Staging: Options include no staging, using your existing furniture, or hiring a professional stager.

Pre-Listing Inspection: Highly recommended. This helps uncover issues early. While you're not required to fix everything, knowing what needs attention helps with accurate pricing. Buyers will likely conduct their own inspection, and unexpected issues can lead to lower offers.

Deferred Maintenance: Take care of what you can. Small repairs can make a big impact.

Curb Appeal: First impressions matter. Evaluate exterior paint, landscaping, driveway, mailbox, and front door hardware.

Declutter & Deep Clean: A clean, clutter-free home sells better. Leaving behind trash or old furniture can turn off buyers and result in lower offers. Ask yourself: Would you want to move into a home full of someone else's stuff?

Secure Valuables: Remove valuables and medications before listing photos and showings.

WHAT YOU DO – \$599 + 1.5% FULL SERVICE.

3) Condition & Presentation

Functionality: Everything should be clean and in working order—even if it's older.

Updates & Finishes: Modern updates often mean quicker sales.

Depersonalize: Take down personal photos and items so buyers can imagine themselves in the space.

Lighting: Replace any burned-out bulbs. Bright homes feel more inviting.

Kitchens & Bathrooms: These should at least be clean and functional.

Odors: Address pet or strong odors before listing.

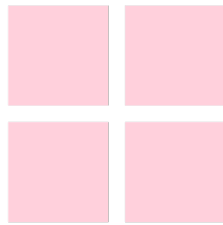
4) Documentation Have the following documents ready and accessible for the title company:

Trust documents

HOA contact info

Death certificates (if applicable)

Avoid packing these away too early.



5) Showings & Flexibility

The easier your home is to show, the more interest it will receive.

Closet Space: Buyers will look—keep them tidy and avoid overstuffing.

Work Smart. Sell Smart. Choose Atomic Realty.

We know selling a home can be stressful. Stay professional and collaborative with your Realtor. If your home hasn't sold yet, avoid micromanaging or getting confrontational. Instead, review the list of services your Realtor promised. If they're communicating, working hard, and delivering on those commitments—trust the process and listen to their advice. Remember, your Realtor is just as motivated as you are—they only get paid when your home sells. Let's work together to make your sale a success.

HOW TO CHOOSE THE RIGHT BROKER

A Smarter Approach to Selling Your Home

At Atomic Realty, we believe that working with a real estate broker can help you sell your home faster, smoother, and often for more money than going it alone. But the challenge lies in choosing the right broker.

Not all brokers are created equal. It's important to compare their commitment, their fees, and their services before making a decision. Your home is one of your largest financial assets—treat its sale as a serious business transaction and ensure you're getting the best value for your money.

1) Broker Commitment – Choose Full-Time Professionals

Would you trust a part-time fund manager with your 401(k)? Then why trust a part-time broker with your home—one of your largest investments?

✓ Ask the tough questions:

- *"Do you have another job?"*
- *"If you have other full time commitments, how will you have time to properly market and manage my sale?"*

A broker with divided loyalties may not be available when you need them most. If they have mandatory work commitments elsewhere, how confident can you be that they'll prioritize your property?

Also, beware of brokers who frequently jump from company to company—it may signal a pattern of underperformance or lack of stability. Instead, evaluate a broker based on their experience, education, and track record, not how long they've lived in the area or how many common friends they have.

2) Ask What They Charge – ALL Commissions Are Negotiable

Many big-box brokerages have corporate-mandated commission structures, leaving little room for negotiation. Don't fall for the "you get what you pay for" pitch without questioning what that fee actually includes.

✓ Ask direct questions:

- *"Can you provide a detailed list of services you offer?"*
- *"How many homes have YOU personally listed and sold?"*
- *"What justifies your commission?"*

Some brokers use phrases like "my team sold" or "my office sold"—but what they personally achieved matters most.

💡 **Negotiate!** ---Both seller and buyer commissions are 100% negotiable. If you're hiring a broker just because they're a friend, remember: you may be "gifting" them a lot of YOUR money. A true friend should be willing to justify their fee—or even reduce their commission.

HOW TO CHOOSE THE RIGHT BROKER

3) Know What They Actually Do

Before committing, ask brokers to list exactly what their services include. Be blunt—what makes them different from the competition? If they can't clearly outline their value, you may not be getting your money's worth.

4) Choose a Local Brokerage

✓ Ask where the brokerage is located.

Out-of-town brokerages and National franchises with a single local representative may lack local market knowledge and hands-on leadership. These brokers often receive minimal training or support from leadership that's located elsewhere. Local expertise matters.

5) Small Brokerages Work Harder for You.

✓ Practicing real estate is not free. small brokerage owners must actively list, sell, and deliver results to stay in business. Some big box models charge the broker nothing UPFRONT but THE BROKERAGE Gets a split of anything the broker DOES sell. So some big box brokers don't really need to SELL MUCH AND ARE OFTEN NOT very versed in the business. For independent brokers, real estate isn't just a side hustle—it's their livelihood and they must perform to stay in business.

✓ Don't Fall for High-Pressure Sales Tactics

If you're receiving endless emails and unsolicited calls, beware—it's a sign of a high-pressure salesperson, not a true professional. A great broker gives you the data and facts to HELP make the best decision for YOU, even if it's not in their best interest.

At Atomic Realty, We Work Smarter—So You Keep More of Your Money

OUR PROFESSIONAL OBLIGATIONS

A professional Broker should encourage you to make the best decision for you, even if it's not the best for them. Expect;

Honesty to all parties.

Full disclosure of known adverse material facts.

Full disclosure of a material interest; business, personal or familial nature.

We will not disclose price, terms or motivation and any other items you would like to keep confidential, unless required by law or you put it in writing.

Reasonable Care:

We have a firm grasp of Real Estate laws to protect all those in the process.

We put everything in writing.

We acknowledge that Atomic Realty is not a law firm and no one in the company practices law. Brokers are prohibited from creating legal documents. We will put your wishes in writing by filling in the blanks on an Attorney vetted document. If you have any concerns about that document, please seek legal counsel.

We are not, Attorneys, Accountants, Home Inspectors. or Structural Engineers.

We ALWAYS perform with ethical and professional Conduct:

We do not have an agency relationship; however, I will hold true to the values of such a relationship.

We actively participate in keeping you on track with your obligations and time frames.

We will present all offers and counter offers as well as respond to those offers in a timely manner.

FULL SERVICE – FULL TIME – SENSIBLE COMMISSIONS

WHAT WE CHARGE – \$599+ 1.5%. THAT'S IT!

Why Does Atomic Realty Charge the Same for Full-Service Listings and FSBO Transactions? Yes, At Atomic Realty, we believe in fair and transparent pricing. Whether you choose our Full-Service Listing or need assistance as a For Sale By Owner (FSBO), we charge the same fee structure—because in both cases, we dedicate our expertise and time to ensuring a successful transaction.

Full service - What If Another Broker Brings a Buyer?

Sellers this matters to you -Under the new National Association of Realtor rules, BUYERS MUST HAVE A WRITTEN AGREEMENT WITH A BROKER TO BE SHOWN OR MAKE OFFERS ON HOMES. BUYERS WILL HAVE A WRITTEN AGREEMENT AS TO WHAT THEY PAY THEIR BUYER'S BROKER – OFTEN THE BUYER WILL ASK FOR A SELLERS CONCESSION TO PAY THIER BROKER. If we have your home listed and another brokerage brings a buyer, that buyer may request additional compensation from the seller (you). This is fully negotiable and typically ranges from 0% to 3.5%, depending on the purchase agreement. You have the right to accept, negotiate, or reject this request.

HOWEVER unlike others, Atomic Realty charges the buyer only \$599 if the buyer is working with Atomic Realty under ATOMICS buyer's brokerage agreement AND If they buy a property Atomic Realty has listed.

This is important because if Atomic is are asking the Atomic's Seller (You) to pay a Atomic's Buyer side commission, it allows you more flexibility in what you accept, and still net more money

FSBO Transaction Management (\$599 + 1.5%)

In a FSBO transaction, our role shifts from marketing to managing the entire closing process for both parties, which often requires even more time and effort, including:

- ✓ Handling all paperwork and contracts for both the seller and buyer
- ✓ Coordinating with banks, lenders, and title companies
- ✓ Ensuring all legal and financial steps are completed correctly

Understanding our prices for both full service transactions and FSBOs.

- \$599 Transaction Engagement Fee (non-refundable, whether the transaction closes or not) this covers the time and effort we invest in initiating the process.
- 1.5% Paid to Atomic Realty at Closing – This fee is due only if the transaction successfully closes.

Can I Switch from Full-Service to FSBO Pricing? Yes! If you've already listed with our Full-Service plan (\$599 + 1.5%) and later find a direct buyer, you can switch to the FSBO plan (\$599 + 1.5%) with no penalty.

Why We Charge What We Charge

All we have to sell is our time, experience, and expertise. We believe everyone deserves to make a living—including us—while still helping you save as much money as possible.

Our goal is simple: Provide professional, high-quality service at a fair price.

The process of selling.

Navigating a Successful Real Estate Transaction with Atomic Realty

Selling a home involves many moving parts, and a successful sale is a partnership between you and your broker. At Atomic Realty, we'll guide you through the entire process to ensure a smooth and efficient transaction.

Preparing to List Your Home

- ✓ Pre-Listing Inspection – Not required, but highly recommended.
- ✓ Electronic Paperwork – A flurry of documents will come your way for electronic signature. Don't worry—we know exactly what to send. Read them carefully, and if you have any questions or need corrections, just let us know.
- ✓ Important Documents – If your home is in a trust, or you have Power of Attorney or a death certificate, keep those documents easily accessible—do not pack them away.
- ✓ Review & Sign Listing Documents – This formalizes our agreement and allows us to begin marketing your home.
- ✓ Professional Photography & 3D Walkthrough – Schedule a time for us to capture high-quality images and create a virtual 3d walkthrough for potential buyers.

Timeline & Closing Considerations

- ✓ Pricing & Timeline – Homes reasonably priced in beautiful condition are still selling quickly and at high prices. Those that are overpriced because of needed repairs or needed updates languish. Objectively price your home.
- ✓ Schedule Your Move – Once your home is under contract, start planning your move. Don't cut it too close! We can provide suggestions that best fit your situation.
- ✓ Signing Closing Documents – You have options:
 - Sign documents a few days before closing.
 - Sign on the day of closing.
 - Have documents overnighted to you.
- ✓ Transferring Home Warranties – If you have any transferable home warranties, be kind and have them ready for the buyer.

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Post-Sale Checklist

✓ Update Your Bank & Insurance –

- Notify your bank to send escrowed taxes and insurance to the correct address.
- Update your homeowner's insurance provider with your new address.
- Cancel your policy the day after closing and request a refund for any unused coverage.

✓ Transfer Utilities & HOA –

- Make sure utilities and HOA accounts are transferred to the buyer's name.
- The county now allows online utility transfers. Visit AtomicRealty.net → "About Atomic" → "Resources" for the direct website link.

✓ Key & Access Handover –

- The buyer gets the keys on closing day.
- Give all keys and remotes to us before closing or bring them to the title company.
- Do NOT leave a key with a neighbor or take them with you.

✓ Early Move-In or Post-Closing Stay –

- We strongly advise against allowing buyers early move-in or sellers staying post-closing.
- These situations often lead to complications and unnecessary stress for both parties .

By following these steps, you'll help ensure a seamless and stress-free closing process. At Atomic Realty, we're here to support you every step of the way!

FULL SERVICE – FULL TIME – SENSIBLE COMMISSIONS

OUR PROMISE TO YOU

At Atomic Realty, we bring a wealth of experience, professionalism, and dedication to ensure your home sale is smooth, efficient, and profitable.

Why Work with Atomic Realty?

- ✓ Faster, Smoother Sales and often more money for you— Our expert guidance helps you sell your home more quickly, with fewer complications, and often for a higher price than selling on your own.
- ✓ Full-Time, Full-Service Professionals – We are honest, dedicated brokers who provide comprehensive real estate services at sensible commissions.
- ✓ Cost-Effective & Transparent – By keeping our overhead low, we pass the savings directly to you without sacrificing quality service.
- ✓ Serious Professionalism – We take our obligations to our clients seriously, ensuring every step of the transaction is handled with integrity and diligence.
- ✓ Expertise That Works for You – With extensive industry experience and professional education, we provide knowledgeable advice that serves your best interests.
- ✓ A True Partnership – Selling a home is a collaborative effort between you and your broker. We are with you every step of the way, guiding you to a successful closing.

At Atomic Realty, we don't just list homes—we partner with you to achieve the best possible outcome.