YOUR REAL ESTATE STRATEGIST

Thank you for choosing Brodsky Properties to be your trusted real estate strategist and partner. Our goal is to guide you seamlessly and strategically through the home-selling process while positioning your property to achieve the strongest possible outcome.

Selling a home is often one of the most significant financial decisions you'll make. That's why we begin every relationship with a comprehensive consultation—developing a tailored strategy that aligns with your timing, goals, and the unique market position of your property.

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BRODSKY
PROPERTIES

WHO WE ARE

We are a world-class, strategy-focused real estate service. Our mission at Brodsky Properties is to create a bespoke culture and experience for our clients.

Through our focus on long-term vision, finances, and strategy, we are dedicated to helping our clients achieve their unique real estate goals.

OUR COMMITMENT

We communicate openly, regularly, and honestly with all our clients. We follow up on commitments and serve as your fiduciary, protecting your best interests throughout the process. Our goal is to create successful relationships that live beyond the transaction to help our clients experience long-term real estate success. Our team is dedicated to becoming your lifelong real estate consultant. We look forward to serving all of your real estate needs.

OUR FOUNDER

After helping companies succeed for over 20 years, David Brodsky left the tech industry and created Brodsky Properties to help individuals achieve financial success through real estate. His experience as a Chief Financial Officer for several businesses, his experience as a real estate investor and his passion to help others succeed give him an ideal combination of skills to empower agents to achieve their career goals.

BROKERAGE AWARDS & RECOGNITION

Austin Business Journal Fast 50 2019-2023

Austin Business Journal Best Places to Work 2020-2023

Austin Business Journal Residential Real Estate Awards 2008-2024

Platinum Top 50- 500 Agents 2019-2024

Platinum Top 50 Agents 2019-2024

KELLEY HUGHES

REALTOR

512.560.8832
kelley@brodskyproperties.com

YOUR BESPOKE STRATEGIST

"Selling your home is one of the biggest financial and personal decisions you'll ever make. After 30 years in Central Texas real estate, I know how to price it right, negotiate hard, and get you to closing with your bottom line protected."

REAL ESTATE EXPERIENCE

Kelley Hughes has worked in real estate since 1995 and has been licensed since 2012. Over more than 30 years, she has guided buyers, sellers, and investors through every Central Texas market cycle: booms, corrections, bidding wars, and everything in between.

Her approach is simple: understand what you're really trying to accomplish, then build the strategy to get you there. Kelley knows a home sale is rarely just a transaction. It's a new job, a retirement, a marriage, a growing family, a fresh start. She treats it that way.

Years of working alongside developers, property managers, and top-performing agents have taught Kelley to see problems before they happen. She prices with precision, negotiates hard, and keeps the path from contract to closing smooth, all while protecting your bottom line.

WHAT CLIENTS SAY

Clients describe Kelley as calm when the stakes are high, strategic when the market is competitive, and honest even when it isn't what they want to hear. She makes sure you understand every decision before you make it, so you never feel rushed or in the dark.

Her attention to detail and proactive problem-solving keep deals on track. Her negotiation skills keep money in your pocket. Kelley never loses sight of the fact that your home is both a major financial asset and a deeply personal one. That's why her business is built almost entirely on referrals and on relationships that last long after closing day.

ABOUT YOUR AGENT

Kelley grew up in South Texas, spending summers on the coast, floating the Frio River, and gathering for family BBQs and ranch weekends with her brother and cousins. She comes from a family of community leaders. Her grandfather served as Jim Wells County judge for 30 years, while her grandmother showed her that leadership can happen from any seat at the table. Her Nana broke glass ceilings at Sears long before anyone thought it possible. Her dad earned emeritus status after 40 years at Texas A&M University–Kingsville, where he is also a Distinguished Alumnus and a member of the Javelina Hall of Fame. Her mom chairs the Kingsville Symphony and works with Catholic Charities. That foundation of family and service is the heart of everything Kelley does, and it's why her clients don't just become customers. They become part of the Hughes House Family.

A graduate of Texas A&M University–Corpus Christi, Kelley has been named 2027 Vice Chair of the ABoR Foundation, the charitable arm of the Austin Board of REALTORS®. The role caps six years of service that includes the scholarship committee, the Foundation Ambassador program, and the 2026 Advisory Group, supporting housing, education, and disaster relief across Central Texas. She also volunteers with the Central Texas Food Bank and Community First! Village.

Kelley writes Love, Leverage & Real Estate, a local blog built on real client stories. It shows Central Texans what actually happens behind the scenes of a deal, from the inspection to the negotiation to the closing table.

Outside of real estate, Kelley lives the Austin life: live music, good food, and as much travel as she can fit in. She takes Anthony Bourdain's words to heart: "Travel is not reward for working, it's education for living." At home, she's a devoted dog mom to two rescue pups, Broker (150 pounds) and Louie (64 pounds), who keep life lively.

Ready to make your move? Let's talk strategy.

INDUSTRY RECOGNITION & PROFESSIONAL AFFILIATIONS

30+ Years Real Estate Industry Experience
Licensed Texas REALTOR® since 2012
Platinum Top 50 Austin — Top 500 Agents (2023)
Accredited Buyer's Representative (ABR®)
Real Estate Negotiation Expert (RENE)
National Association of REALTORS® (NAR)
Texas REALTORS®
Austin Board of REALTORS® (ABoR)
Temple-Belton Board of REALTORS®
Women's Council of REALTORS®
National Association of Hispanic Real Estate Professionals (NAHREP)
ABoR Foundation Ambassador
ABoR Foundation Advisory Group — 2026
ABoR Foundation Vice Chair — 2027

EXTENDED BROKERAGE SUPPORT

DAVID BRODSKY

BROKER

CAROLINE WRIGHT

BUSINESS OPERATIONS COORDINATOR, REALTOR

GLASS STAIRCASE

BP MARKETING FIRM

BRODSKY PROPERTIES

POWERHOUSE BOUTIQUE BROKERAGE

FROM LISTED TO SOLD

BRODSKY
PROPERTIES

Everything you need to know about selling your home can be found in this guide. From strategy to pricing to negotiation tactics, this handbook was created to educate you on the experience, from start to finish.

I'll be your trusted partner throughout this process and focus on executing a deal that best suits your real estate needs.

LET'S GET STARTED!

HOME SELLING PROCESS

Step One
LISTING STRATEGY

Step Two
CUSTOMIZED MARKETING STRATEGY

Step Three
HOME PREP & STAGING

Step Four
PHOTOGRAPHY

Step Five
PRE-MARKETING

Step Six
GOING LIVE

Step Seven
SHOWINGS

Step Eight
OFFER REVIEW

Step Nine
NEGOTIATIONS & ACCEPTANCE

Step Ten
BUYER INSPECTIONS

Step Eleven
APPRAISAL

Step Twelve
TITLE & UTILITIES

Step Thirteen
BUYER FINAL WALKTHROUGH

Step Fourteen
CLOSING

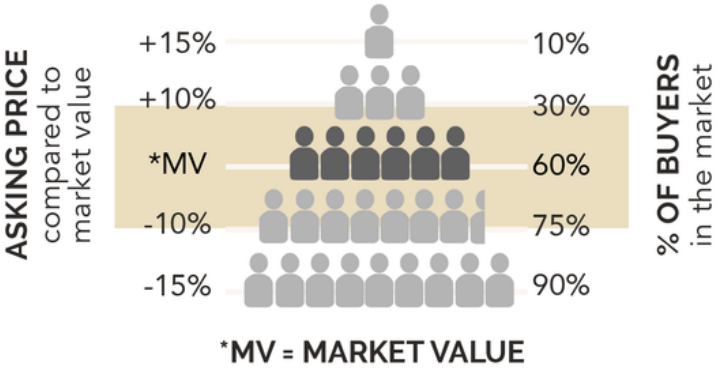
LISTING STRATEGY

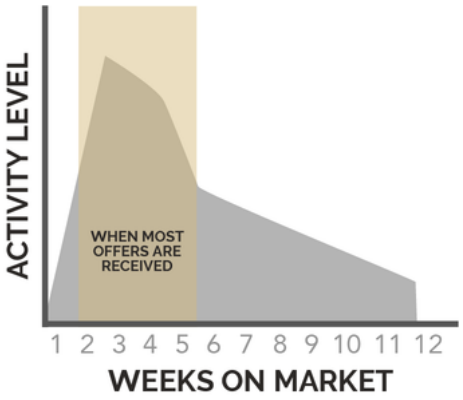
PRICING STRATEGY

Pricing your home "at market value" doesn't necessarily mean you see all the buyers. To see the majority of the buyer pool your price must be spot on (not too high or too low) and match up with your condition. This is where we come in! We use a comparative market analysis in your area and evaluate your home's condition to accurately price your home and maximize your buyer pool.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.





PROFESSIONAL STAGING

To guarantee your home is shown in the best light to buyers, I will provide a professional staging consultation to ensure your home is ready to go on the market, whether we are using your furniture or bringing in professional staging furniture. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

PROFESSIONAL PHOTOGRAPHY

In today's market, homebuyers are searching online first. It is imperative that the photos of your home are top-notch and of the best quality to catch the home buyer's attention and stand out from the competition. Having more eyes on your home is the fastest way to get it sold and sell for top dollar.

AGENT MARKETING

Agent networking is key to connecting buyers with your home as 88% of residential sales involve real estate agents on both sides. As an active member in many network groups, as a member of a top brokerage, and as a top-producing agent in Austin, my agent network is extensive.

ADVERTISING & MARKETING

My approach to marketing properties involves a comprehensive strategy that includes social media marketing, agent networking, email marketing, and open houses. I understand the importance of effectively promoting your property to reach potential buyers and maximize its exposure in the market.

CUSTOMIZED MARKETING PLAN

My sole focus is to provide white glove, concierge-style service to sell your house for the most amount of money, with the least amount of inconvenience to you, and in the shortest amount of time.

REAL TIME PRICING STRATEGY

Comprised of sale comps, weekly market movement, and strategy to align with your goals. Pricing strategy created over time to see what we can take advantage of the week of listing.

PROFESSIONAL PHOTOGRAPHY

Top real estate photography to create captivating first impressions with a personal listing website.

PROACTIVE PROSPECTING & MARKETING TO TOP AGENTS

As an agent in the Top 1% of Central Texas Realtors, Top 0.5% of Austin Realtors, and as a brokerage in the Top 1%, I actively market top agents through relationships and private networks.

PRIVATE AGENT NETWORKS

I'm a member of the Top Agent Network, and a founding member of co.mission.co private agent network, Austin Luxury Network. I'm also a part of several small top-agent networking groups for relationship marketing and private network access for your listing.

EXTENSIVE ONLINE PRESENCE

Website landing page, Featured Listing on Brokerage Website, Listing Syndication to all Third Party Websites (through MLS listing through maximum exposure).

STRATEGIC EMAIL CAMPAIGNS

Database of all Producing agents for direct marketing. Brodsky Properties is also a partner with the Austin Relocation Guide with an extensive database of people relocating to Austin, namely from the East Coast and West Coast.

OPEN HOUSES

Safe and secure open house, only if desired, to get more buyers through the door over the weekend and provide additional email and social media marketing.

COMMUNICATION THROUGHOUT

On-the-ball communication with both agents in the field, and especially with you as the client. A detailed review of any and all offers with net sheets and advice.

SELLER STRATEGY

MAXIMIZE THE EQUITY IN YOUR HOME

A clean, neutral, and streamlined look helps buyers imagine what life would be like in your home.

HOME PREP

EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and add fresh mulch to garden beds
- Clean interior and exterior windows

INTERIOR

- Remove personal/personality items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter, organize, and clean closets
- Replace outdated ceiling fixtures and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

FRESHEN THE PAINT & FIXTURES

- Updates to light fixtures are an affordable way to elevate the space and make it look more updated
- Touch-up painting or new paint goes a long way (I'll advise accordingly to make sure investment makes sense)
- Make sure the front door mat on the porch isn't too worn as this is a first impression

Staged homes increased sale price by up to 5%.

Staged homes spent 90% less time on the market.

THE ART OF STAGING

Staging a home can offer consumers the opportunity to envision themselves living in the space, as well as demonstrate the multi-functionality of the floorplan.

BENEFITS OF STAGING

- Less time on the market
- Increased sale price
- Highlights the best features of the home
- Disguises flaws of the home
- Defines spaces and reveals the purpose of each space
- Demonstrates the homes full potential
- Creates the wow factor you will need in photos to make your home stand out

REAL ESTATE PHOTOGRAPHY

A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers find their homes online and photos are the first impression of your home. Pictures are the key to getting your home noticed, showings scheduled, and sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

Quality photos get 118% more online views

Professionally shot listings can sell for up to 19k more

Potential buyers look at professionally shot photos 10 times longer than non-professional photos

BENEFITS OF HAVING AERIAL PHOTOS:

- Provides views of the entire property & views of the city
- The condition of the roof and other property features
- The neighborhood and surrounding area, including the home's proximity to coffee shops, restaurants, metro bus, light rail, etc.
- The property's overall location

**Aerial photography is optional, but recommended! Using aerial photography in real estate can show buyers a much more accurate depiction of what the property is actually like.*

SHOWINGS

In order to ensure that the process of home showings proceeds with smoothness and efficiency, carefully review the following guidelines.

BE FLEXIBLE
Be as flexible and accommodating to the buyers' schedule as possible. We want to avoid having missed opportunities if at all possible.

BE INFORMED
Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DO DAILY CLEANING
Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

REMOVE ODORS
Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FOR YOUR FURRY FRIENDS
Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyer's ability to picture themselves living in your home.

BRING IN NATURAL LIGHT
Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

REMOVE TRASH
Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

SET A COMFORTABLE TEMPERATURE
Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

REMOVE PERSONALS
Make sure you place all valuables and prescriptions out of sight and in a safe place.

VACATE
Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

OFFERS

Price is one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter.

CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

PRE-APPROVAL OR PROOF OF FUNDS

Assures home sellers that the buyer can get the loan they need.

LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain repairs and approvals.

CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.

REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.

OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors, then it probably won't be the better offer.

SELLER CHECKLIST

These items are required from the seller to begin property marketing.

- [ ] Any previous appraisals (look for square footage number).
- [ ] Information about mortgage payoff and escrow analysis.
- [ ] Seller's Disclosure - fully completed with all attachments and utility information
- [ ] Floor plans, diagrams, builder plans, and promotional materials concerning the home/neighborhood.
- [ ] List of any upgrades, repairs, or improvements (must include date, description, approximate cost, and expenditure totals).
- [ ] All Wills, Trust Documents, Power of Attorney, or Divorce Decress affecting the property.
- [ ] Key to the front door, storage units and any other closets buyers will want to see.
- [ ] Alarm Codes, Gate Codes, Special instructions.

NEXT STEPS

These are the steps we will take to make your property live.

- [ ] Execute the Listing Agreement
- [ ] Schedule a Staging Appointment *(2 hour minimum)* – Date: _____
- [ ] Prepare Home (Repairs & Staging)
- [ ] Collect Survey & Seller's Disclosure Paperwork
- [ ] Schedule Pre-Photo Staging Appointment – Date: _____
- [ ] Schedule Photographer – Date: _____
- [ ] Prepare Marketing Materials *(Brochures, Just listed Cards, Open House Dates, etc.)*
- [ ] List Home on MLS – Projected Date: _____

KELLEY HUGHES

REALTOR

512.560.8832
kelley@brodskyproperties.com

KELLEY HUGHES
Central Texas Real Estate Advisor

BRODSKY PROPERTIES

SELLER TESTIMONIALS

She Could Write a Book

Working with Kelley Hughes and David Brodsky Properties has been a fantastic experience. They make buying, selling, and renting properties as easy as eating cupcakes! Kelley has been in the business for so long that she can write a book about it. She knows all the ins and outs of the business and I have never been disappointed when closing the deal with her (both as a buyer, seller, and landlord rep). I will continue to do business with them for the foreseeable future and will advise the same for all my family and friends who are in need of a realtor.

Erfan Davami

Not Like Other Agents

There are real estate agents and then there is Kelley Hughes. In short, Kelley made the entire home selling process as seamless as it could have been. She kept my family in the loop on all the details but was also right there with us to guide us on what she thought the best steps would be. I've worked with a lot of agents and Kelley by far is up there with the best. I highly recommend working with her!

Miles Tabibian

Can't Recommend Her Enough

Kelley has helped us buy and sell our first home. On both ends, she is an extremely knowledgeable realtor. She is most certainly the one you want representing you at the table with other professionals to get you what you deserve and she will let you know when it's time to call it quits and move on. Her entire team including painters, staging, title companies, lenders, house inspectors, are the best of the best. I've also recommended Kelley to many friends who have similarly wonderful experiences. Kelley was once a stranger turned realtor now turned friend. I can't recommend her enough!

Nichole Stackpole

Every Client is Treated Like Family

Kelley cares about her job and about her clients even more. She is amazing from start to finish. Kelley promotes the property, works the open houses, is knowledgeable, and helps the sellers and buyers feel comfortable in every step of the process. When you have Kelley as your realtor, you're so well taken care of that the stresses of selling and buying are virtually nonexistent. Every client is treated like family and I would never use anyone else.

Kim Rasmus

SELLER TESTIMONIALS

Under Contract in Under 48 Hours

Kelley was excellent to work with. She put ideas on the table and helped get the house in the best possible condition with the appropriate appearance possible. We had a contract in less than 48 hours and it was an extremely smooth process from start to finish. I would highly recommend Kelley for any of your home purchases or sales. Thanks Kelley for your efforts!

Reagan Overall

This Lady is AMAZING

If your looking for a realtor Kelley Hughes is your go to person. This lady is AMAZING!!
Kelley goes above and beyond for her clients. Kelley was there for us thru each step of the way as bd explains everything so you understand it. If your in the market, Kelley is definitely the person you on your side buying or selling of your property. She will take excellent care of you and you wont regard one sec. Anyone you know definitely send them to her, Kelley is fantastic!!

Nichole Phelps

Top-Noth Real Estate

Kelley is a top-notch real estate agent. She is proactive and highly communicative, which makes the process seamless. I both purchased and sold property with Kelley and know her to be a hard-working agent who always has the client's best interest in mind.
I highly recommend Kelley for any real estate transaction.

Ashley Dowgwillo

A Joy to Work With

Kelley was an absolute joy to work with --helpful, hard-working, knowledgeable, and just fun to talk to. She made the arduous process of buying a new home and selling our old one as easy as possible. I highly recommend her!

Margo Pinsonneault

Other Realtors Don't Come Close

If you need help with any of your Real Estate needs, Kelley is your woman! I've been with Kelley since 2015 and she has helped me with a few properties in Austin. I could not have done it without her. I've used other realtors before and they don't even come close to the service and advice Kelley provides. She is experienced, knowledgable, patient, and proactive. I highly recommend her services!

Cepee Tabibian

She Spoke Our Language

Kelley has been an incredible agent! She listened, she provided the data, she spoke our language! We had a tough road when selling our home and Kelley was wise in coming up with a strategy that would sell and boy did she deliver! We are forever grateful to Kelley and all the time and effort she puts into making the homes stand out and the warmth and love she puts into her clients. Would recommend her a thousand times over!!
She is professional, hardworking and her attention to detail is immaculate. If you're looking for a realtor that has your back, call Kelley!

Alejandra Scott