

WHY
list
WITH US

ERIN DOMINY. THE DOMINY TEAM. (713)582-5602

Hello! A LITTLE ABOUT ME



CORE VALUES

- Integrity & Ethical Leadership
- Transparency & Professional Excellence
- Client-First Commitment
- Empathy & Respect
- Growth Mindset & Continuous Improvement

Experience

- 11+ years in the business
- Over 100 million sold
- HAR.com Top 20 under 40 recipient
- Texas Realtors Professional Standards committee member
- HAR Political affairs advisory group member
- TX Realtors Leadership class of '25
- Licensed real estate coach
- Licensed in interior design
- Certified negotiation expert designation



Exclusive Benefits

Listing Preparation



- Make Ready Program with full coordination and oversight of all pre listing work
- Professional home staging, with both full and partial options available
- Strategic pricing and market assessment.
- Professional photography, including aerial drone imagery
- High quality professional videography
- Custom designed marketing materials
- “Coming Soon” campaign to build early interest

Listed!

- 24/7 showing management
- Strategic email and social media campaigns tailored to your home's buyer pool.
- Dedicated open house team
- Weekly listing performance reviews with proactive planning adjustments
- Data driven marketing strategy based on neighborhood insights and current market reports
- Flexible weekly marketing budget that allows us to adapt while consistently reaching the right buyers
- High level, results focused negotiation expertise



HOME SELLERS ROADMAP



Preparing TO LIST

A clean and neutral look helps buyers to imagine what life would be like in your home. We will walk your home and decide which of the items below could help your home sell fast!

01 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 freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences

02 INTERIOR

- Remove excessive decorations & furniture
- Clean or replace carpets
- Get rid of clutter & organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures. Minimize and clean pet areas.
- Be sure that all light bulbs are in working order

03 FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal dramatically.
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door





SOLD ON YOUR *Safety*

✓ A SECURE LOCKBOX WILL BE USED

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to.

✓ STOW AWAY VALUABLES

Before showings make sure that all valuables are put away and out of sight. This includes even mail left out (which may contain personal information and bank statements.) Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site. It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

✓ DON'T ALLOW ANYONE IN WITHOUT AN APPOINTMENT

Now that your home is online, many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

✓ REMOVE PRESCRIPTION DRUGS & MEDICATION

Clean out your medicine cabinets and any other place you may store medications and hide them away. There have been more and more stories of people intentionally going to home showings to take medications freely.

✓ PUT AWAY BILLS & OTHER MAIL PIECES

With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong person's hands, it can easily lead to identity theft.

✓ BE EXTRA VIGILANT ON KEEPING DOORS LOCKED

Often times a home for sale means home owners are not at home. So be sure to always keep your doors and windows locked.

✓ KEEPING YOUR HOME SAFE

Once your listing goes live, we provide all the necessary shoe covers, hand sanitizer, protective gear, and friendly reminder signs for all of your showings.

MAKE-READY PROGRAM

The condition of a home is one of the most critical drivers of its sale price. Most buyers are looking for “move-in ready” homes, hoping to avoid the stress and expense of fixing up a property after purchase. Homes that are outdated or in need of repair tend to sit on the market, attract low-ball offers from flippers, and eventually sell for well under fair market value.

Nevertheless, many homeowners don’t renovate or update their homes before listing, assuming it will be too overwhelming, too expensive or take too long. They dread the process of finding a reputable contractor, selecting materials, and coming up with the cash to pay for it all. Instead, they list their home in its current condition, drastically reducing their potential proceeds and lengthening their time on market.

Our Make-Ready Program allows homeowners to update or flip their own homes with our turnkey pre-sale renovations. Our turnkey solution eliminates the stress, hassles, and upfront costs of renovations.

WE DO THINGS DIFFERENTLY

- We specialize in pre-sale home improvements. We’re focused on renovations that will deliver value when the house is on the market.
- We partner with Cavetto Homes for all Make-Ready projects. They handle all scopes of work.
- Make-Ready is paid for at the closing table and not an upfront cost.
- Projects as small as paint and light fixtures and as large as a full renovation.

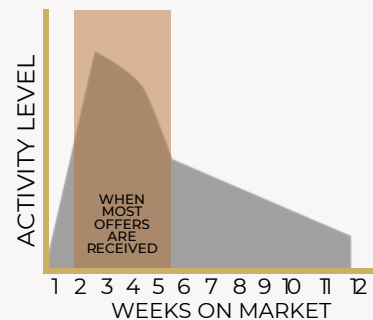
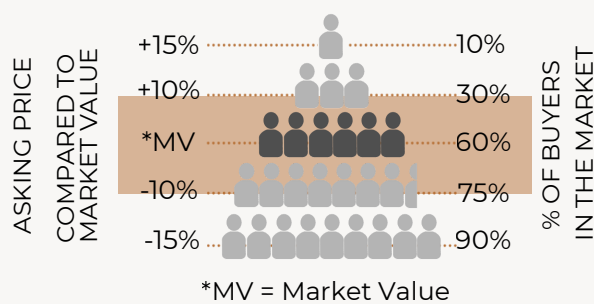


WHERE *Listing* STRATEGY BEGINS

PRICING STRATEGY

Taking a close look at the market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

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 many homes and quickly get a feel for the price range that homes sell for in a given condition and location.



STAGING AND MAKE-READY

To make sure your home is shown in the best light to buyers, I will provide a professional staging consultation to ensure your home is ready to hit the market. A stager will make your home appeal to the maximum number of buyers.

PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are of the best quality to catch the buyers' attention and stand out from the competition. All "professional photography" is not created equal!

AGENT MARKETING

As a member of a large agent network, marketing to these agents is key to connecting buyers with your home as 88% of residential sales involve a buyer's agent!

ADVERTISING & MARKETING

Correctly marketing a property is imperative to a successful sale. I focus most of my attention on this during our weekly creative approach to market.



Listing STRATEGY CONTINUED

OFF MARKET OPPORTUNITY

A large percentage of real estate transactions happen with co-operating agents off market. I will network your home to the off-market community.

CREATING A BUZZ

Our pre-market campaigns create a buzz by targeting agents & buyers in your area, giving you the best chance of receiving multiple offers to choose from when we go live.

SHOW TIME!!!

Data tells us when to list for best exposure. By holding showings until first Open House, we can highlight your property's features in person and create competition that often leads to strong offers quickly.

FOLLOW UP IS KEY

After each showing or open house we reach out to the buyer's agent to ask a list of questions. This list allows us to understand our hurdles or give us insight to issues other buyers may have as well.

SKILLED NEGOTIATIONS

After many years of teaching "The Psychology of Negotiating" and a background in Family Law, I believe negotiations should always be carefully strategized and thoughtfully planned.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

OPEN HOUSES

We have discovered a proven open house system that attracts serious buyers and helps your home achieve maximum exposure to potential buyers.

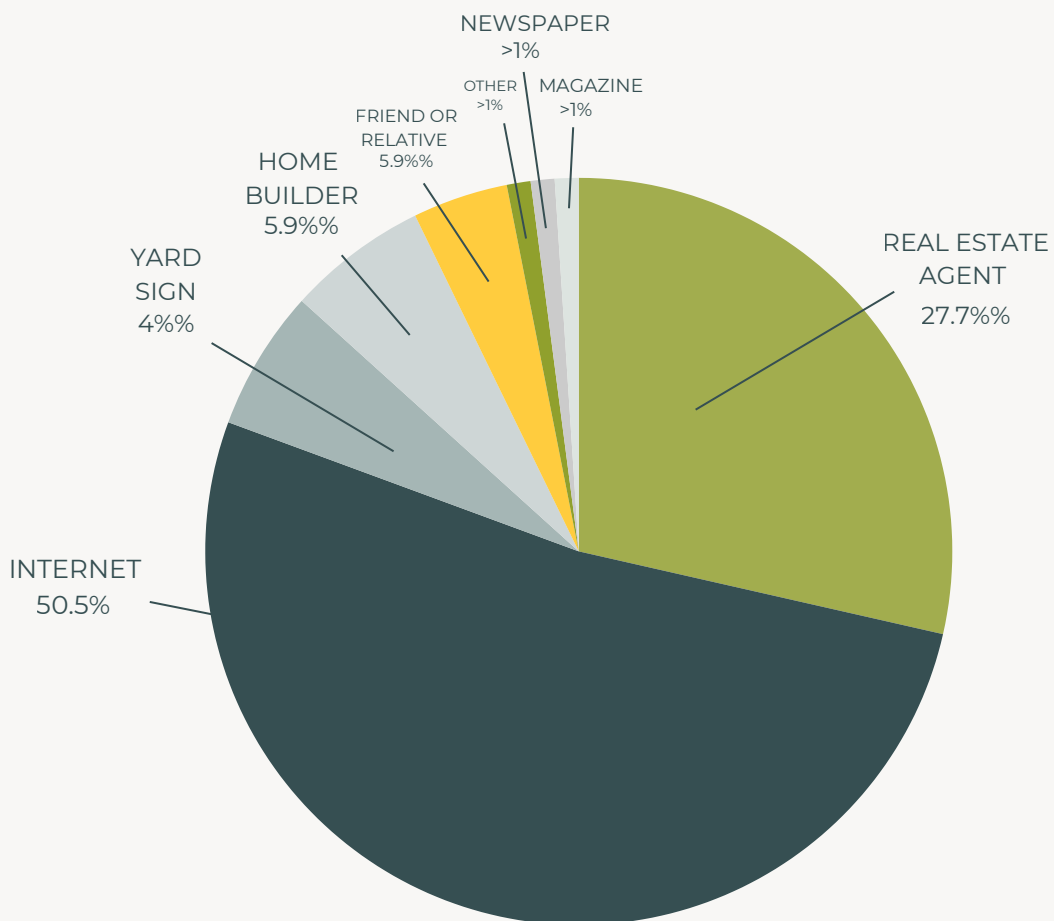
SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.



WHERE DO BUYERS FIND THEIR

Homes?



Where to buy a home in Houston