

A photograph of a luxurious home with a swimming pool, patio, and pergola. The house is a two-story structure with a terracotta roof and orange-colored walls. The pool is surrounded by a stone patio with several lounge chairs. A pergola is located near the pool, and there are trees and landscaping in the background.

United Real Estate

HOME SELLER'S GUIDE

Dallas Metroplex

A GUIDE TO THE HOME SELLING PROCESS

Welcome!

Are you considering selling your home or curious about the value of your home?

This guide is intended to help you get ready and understand the selling process so you can make the best choices for you and your family.

Over the next several pages we will outline several specific skills, strategies, and actions that enable us to achieve these results. Read on, or for a personal conversation about your specific situation, give us a call at 214-808-5353.

Linda Reyna
United Real Estate - Dallas

Preparation

Is Key to Sell Your Home

First impressions are important for people. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property... or even if they'll be interested in buying it at all.

Therefore, in order to get you the most money possible for your home, we focus on the **preparation** prior to placing the property on the market. Quality preparation that will leave buyers with the best impression of your house involves three elements:



3 Elements

Of Home Sale Preparation

1. *Repairs*

There are several reasons to complete repairs on your home before you place it on the market. Ultimately, buyers will **pay more** for a home to avoid the work of fixing it, and they will **pay faster**.

Moreover, any money you invest into repairs before you list will be far less than the quote from the home inspector or the concessions for which buyers will ask.

The good news is that most repairs are merely cosmetic and fairly inexpensive. Think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too.

2. *Cleanliness*

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the **perceived value** of your home, which means a lower offer amount and more time on the market for you.

3. *Staging*

According to a recent study by the National Association of REALTORS®, 96% of buyer agents reported that **staging had some effect on their clients' view of homes**. They said that staging made it easier for their clients to visualize the properties as a future home and that they were more likely to overlook property faults.

These effects turned into cash for sellers just like you. The survey revealed that 52% of buyer clients were willing to offer more on a staged home than a similar home that was not staged.

But a picture is worth a thousand statistics! Take a look at the images below. Which home gives **you** a better first impression?

The picture on the left was taken from the multiple listing service, of a property that expired. On the next go-around, the listing was staged and new, professional photography was taken, and **the home sold over asking price.**



Pricing Your Home

To Sell It Fast & For More Money

You may have heard that there's not much housing inventory in Dallas and the surrounding areas at this time. But even in today's market, there are still homes that sit, waiting for an offer for months. This time spent on MLS means that you're still making your mortgage payments and you're still not getting equity out from your home.

Perhaps even worse is what buyers and buyer agents think about homes that have been on the market too long. Remember how important first impressions are? The first impression a buyer gets about a home that has been listed for a long time is this:

"Something must be wrong with that home."

That thought will scare away many prospective buyers, and it'll prompt the ones who remain interested to try to lowball you.

So why are those homes still on the market in the first place? It's because they are often priced "out of the market." Take a look at the graph we provided on the next page to see what we mean.



The intersection of the two axes — price and preparation — represents homes “in the market.” These are properties that are priced competitively and prepared nicely, and these are the homes that will net the most money for their sellers.

As you move farther away from the intersection, the homes become too pricey and in too much disrepair. These homes unfortunately show poorly and are basically guaranteed not to sell.

The curve in the middle of the graph contains homes in what we call “Limbo Land.” Homes in Limbo Land are priced just over their market worth, or they are not adequately prepared to show. These properties are the ones that will stay on the market for months and ultimately sell for way under asking price.

Sound complicated? The good news is that we have a specific strategy to avoid the dreaded Limbo Land and keep your home in the market.

Promotion

Marketing Your Home to Sell

In the “old days,” real estate agents marketing their sellers’ properties would simply place a sign in the yard, add a listing to the multiple listing service (MLS), and pray that it sold. Even today, there are real estate professionals who think syndicating listings to portals is a job well done.

And that might actually be enough to sell your home in today’s market. However, if that’s all an agent does to market your home to potential buyers, then they’re not fulfilling their fiduciary responsibility to you as their client, which is to acquire the **most money possible for your home**.

You have a distinct advantage in wanting to sell your home at this time. There isn’t much inventory, but there are many potential buyers. A smart agent will use this classic example of supply and demand to create an auction environment for your home.

Getting multiple offers on your home will allow you to choose the best one suited for you, the one that has the right price, the right timeline, and the right conditions.

The key to creating an auction environment is **promotion**. We have to get your home in front of the people most likely to be enticed to purchase your property.

We have a two-part promotion process for each of our listings. The first part is what we call our “pre-launch” sequence, and the second is “post-listing” marketing.

The pre-launch activities use the latest technology and our marketing know-how to seed the marketplace, optimize for SEO (search engine optimization), and position your home for the best possible impression right out of the gate. For example, we run targeted Facebook advertisements for your home and create YouTube videos to showcase the properties best features.

Our post-listing activities are designed to keep your home top of mind with potential buyers. We pen compelling marketing narratives to help buyers envision living in your home. We continue to run Facebook ads and use other social media to get your home in front of the people who want to buy it.

If you'd like more details on how we use online marketing to sell your home for as much money as possible, then please give us a call at 214-808-5353.

So, What Next?

What to Do Now to Sell Your Home

Give Us A Call | 214-808-5353

If you are considering selling your home in today's market, we invite you to give us a call. We would love the opportunity to learn more about your specific situation and explain in more detail what we do differently to sell homes faster.

Visit Us Online | www.Linda-Reyna.com

For more information about our system and how it can help you sell your home in less time, please contact Linda Reyna, Certified Residential Specialist at 214-808-5353.

If you are interested in a copy of the Home Seller's Guide, please call, text or email Linda. Her contact information is located at the Footer of this page.