

JENNY CARLSON,  
C2EX, GRI, REALTOR®, RENE, SFR



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# SELLER'S GUIDE

# JENNY CARLSON

Jenny Carlson is a Texas State Realtor®. A commitment to education and professionalism has earned her:

GRI (Graduate of Realtor Institute)  
RENE (Real Estate Negotiation Expert)

SFR (Short Sale and Foreclosure Resource)

C2EX (Commitment To Excellence)

A background in psychology and small business consulting, as well as 20 years in the real estate industry, has equipped her with extensive experience and knowledge. A challenging first time home purchase years ago gave Jenny a passion to ensure a smooth journey for buyers and sellers.

A strong commitment to values, diligence and strong ethics have guided the journey. Jenny continues that commitment today, using all her skill and knowledge to represent her client's interests and make their dreams come true.



# EVERY AGENT IS UNIQUE



## JENNY CARLSON

### **Finding What Real Estate Clients Really Want— and Why it Matters**

When you think of Texas real estate, imagine a journey where warmth meets professionalism and where authenticity drives every step of the way. Jenny Carlson is redefining what it means to connect with clients, tackling the tough questions with ease and showing the heart behind every deal. Whether it's crafting the perfect email, button, or slogan, or sharing just the right balance of cheerful insight and persuasive flair, Jenny knows how to make each interaction meaningful. From embracing Texas themes to weaving in a homestead spirit, her unique style connects with every client on a personal level—reminding us that real estate isn't just about properties; it's about people, stories, and a little Texas heart.





# REALM<sup>®</sup>

THE GLOBAL PLATFORM FOR ELITE LUXURY AGENTS

Representing 18 countries, 40 states,  
150+ brands, & \$20B+ in inventory.



## *The REALM Difference*

WHEN SELLING YOUR HOME

- I am a member of an exclusive, invite-only network comprising the world's top 600 luxury real estate agents, all working together to find the best client for your property.
- Access to patented technology that enables me to pinpoint the optimal markets for finding a buyer, regardless of their brokerage or geographical location, for your property.
- Access to over \$19 Billion in global listings for your buyers.
- Access to information on the five million wealthiest individuals globally, including net worth, family history, known associates, and asset allocation.
- Access to colleagues/agents from over 150 brokerages worldwide.
- Access to colleagues at the luxury level both domestic and international.
- Able to present your listing to the entire REALM membership during our flagship calls, 'The Listing Mastermind' and 'REALM Review.'
- Assistance in a broker open or event with REALM members and their spheres of influence in your market.

## Last, but not least...

### 9. Access to a concierge team

in assisting in  
creation of  
marketing assets,  
exclusive strategic  
partners, and  
assisting in  
promotion of your  
listing.

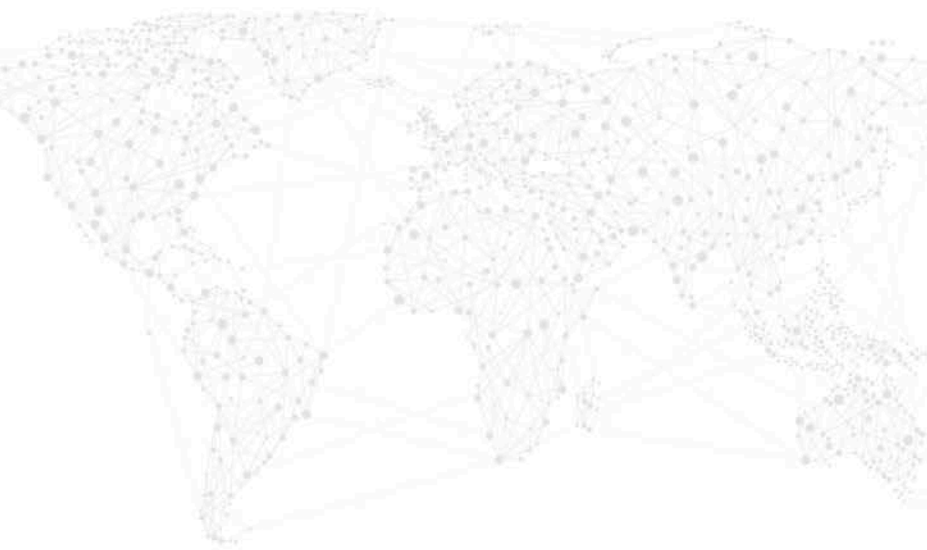


# REALM<sup>®</sup>

POWERED BY HUMAN CONNECTION

*The elite membership of the most accomplished  
real estate professionals ever assembled.*

REALM® is a collection of the most accomplished real estate professionals ever assembled. REALM members have exclusive access to real estate professionals who represent 150+ different brands around the globe.



A TRUE  
GLOBAL NETWORK

NEW YORK	HOUSTON
ASHEVILLE	CHARLOTTE
LOS ANGELES	ST. LOUIS
CHICAGO	LONDON
MIAMI	NAPA VALLEY
QUEBEC	PHOENIX
DALLAS	LAKE TAHOE
BOSTON	THE HAMPTONS
SAN FRANCISCO	PARK CITY
WASHINGTON DC	DUBAI
SEATTLE	HAWAII
SAN DIEGO	THE CARIBBEAN
ONTARIO	BEVERLY HILLS
ASPEN	AUSTIN
PHILADELPHIA	BRITISH COLUMBIA
MINNEAPOLIS	COSTA RICA

...AND MORE

**350,000**

Clients represented  
by the members of the  
REALM network.

**\$28.9 Million**

Average net worth  
of prospects in the  
Wealth-X database.

**\$18.5 Billion**

Amount of listings  
represented by REALM  
professionals.

**\$4.7 Million**

Average value of a  
REALM referral.

*data provided by REALM and Wealth-X*

# One Half of One Percent

REALM members are individually selected by world-class real estate professionals with many years of experience in the luxury industry. Each member is formally consulted and personally vetted through our executive team to confirm ethical standards, sales history, current inventory and other relevant membership requirements. Many REALM members are recognized year after year as having closed the largest volume of annual domestic luxury transactions in their markets, as well as many of the most significant estate sales worldwide. The level of membership REALM professionals represent equates to one half of one percent of all licensed real estate associates worldwide. Our goal in holding ourselves and our agents to these lofty standards, is to ensure your property receives the highest level of service and exposure to the proper channels around the globe.

*“REALM was built in service to the real estate professional operating at the highest level. Our purpose at REALM is to always be in search of new ways to enhance the relationship that exists between the client and their trusted advisor.”*

**JULIE FAUPEL**

Founder | REALM

## REALM TECHNOLOGY

The REALM experience leverages the power of the global network to match qualified clients or buyers to services based on lifestyle and passion rather than criteria. A curated luxury lifestyle digital content platform exclusive and encrypted database fueled by, private, professional, and advisory data records.

REALM collects, secures, and repositions data feeds with best-in-class, highly secure solutions, improving the overall experience and showcasing your property globally to qualified buyers. Properties are introduced through another REALM-member agent ensuring that the confidentiality is never compromised and the integrity of the trusted advisor is maintained.





A NEW WAY OF MAPPING WEALTH

# Strategic Wealth Partnerships

REALM has partnered with the leading members of wealth management, advisory and reporting in order to provide the most up to date and accurate data on HNWI and UHNWI available.

Our members have extraordinary access to the latest wealth reports, as well as exclusive access to wealth managers who oversee the largest family offices and assets of wealthiest individuals in the world.

REALM members also have access to dossiers which provide necessary answers for accurate wealth mapping such as: Who are HNWI / UHNWI working with? What markets do they live in? What philanthropic activities are they involved in? What securities are they invested in? How do they communicate?

Our data access and marketing intelligence profiles are designed to position each property at the apex for its release in order to maximize exposure to qualified buyers, and minimize the time spent on market.



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*“REALM is a collaboration of the industry’s top thought leaders that provides us an international resource to better serve our clients.”*

**MONICA MONSON**  
**THE NOBLE AGENCY**  
Founding Member | REALM



## POWER AIGENT

Members of REALM enjoy unparalleled access to the cutting-edge Power AiGENT Academy—an exclusive Artificial Intelligence partner. This sophisticated tool empowers members to seamlessly craft, distribute, and market their clients and properties, reaching the top agents of the global real estate market.



# Marketing Strategy



## Knowing Your Potential Buyer

As a professional and experienced real estate agent, I know that every property attracts specific types of buyers, and the key to a successful sale is to target those primary buyers while staying open to others. For example, luxury buyers often look for lifestyle-driven features like privacy, exceptional design, and high-end amenities. However, it's important to also highlight the versatility of the property, such as its potential for a family home, vacation retreat, or Airbnb investment.

As an agent, my approach includes:

1. Crafting tailored marketing messages that speak to the most likely buyers.
2. Showcasing the property's unique features in a way that appeals to multiple buyer types.
3. Using professional photography, virtual tours, and targeted advertising to engage a wider audience.
4. A property website customized to your home and designed to wow potential buyers while asking questions they may have before they even ask them

By combining targeted marketing with broad exposure, I can ensure your property stands out to the right buyers while attracting interest from a range of others, maximizing its potential.

## More Than Just Listing Your Property

Selling a property is about more than just listing—it requires a strategic approach to maximize visibility and appeal. I start with a detailed market analysis to price your home competitively, then develop a customized marketing plan that includes professional staging, high-quality photography, and virtual tours to highlight its best features. I use both traditional advertising and online platforms, including targeted social media ads, to reach local and out-of-state buyers. Additionally, I network with other agents to increase exposure. Throughout the process, I keep you updated and adapt strategies as needed to ensure a smooth and successful sale.

# Marketing Mastery Plan



## Where and How Your Property Will Be Marketed

### **\*\*Multiple Listing Service (MLS)\*\***

- Populates to websites like Zillow, Realtor.com, Trulia, Redfin, and more
- Reaches other agents and brokers and their clients.

### **\*\*Social Media Platforms\*\***

- **\*\*Facebook\*\***: Property posts, targeted ads, real estate groups
- **\*\*Instagram\*\***: Professional photos, stories, reels, ads
- **\*\*LinkedIn\*\***: Property highlights, professional network exposure
- **\*\*YouTube\*\***: Video walkthroughs, property tours
- **\*\*Pinterest\*\***: Property photos, home inspiration boards

### **\*\*Paid Advertising\*\***

- **\*\*Google Ads\*\***: Targeted campaigns reaching buyers searching for homes
- **\*\*Facebook & Instagram Ads\*\***: Location and interest-based targeting
- **\*\*Nextdoor Ads\*\***: Localized ads for your property in surrounding neighborhoods

### **\*\*Exclusive Marketing Tools\*\***

- **\*\*REALM\*\***: Access to an exclusive network of high-net-worth clients
- Private listings within the luxury market network

### **\*\*Real Estate Websites\*\***

- Featured listings on agent or brokerage website
- Realtor.com, Zillow, Trulia, and other major real estate platforms
- Syndication to dozens of other real estate portals



# Marketing Mastery Plan



## Where and How Your Property Will Be Marketed (continued)

### **\*\*Signage & Print Marketing\*\***

- Professionally designed yard signs to capture local interest
- Flyers, brochures, and postcards to distribute in the neighborhood
- Open house announcements

### **\*\*Local and National Exposure\*\***

- **\*\*Direct Mail Campaigns\*\***: Targeting prospective buyers in key areas
- **\*\*Localized and Strategic Facebook Groups\*\*** Niche groups for potential buyers
- **\*\*Community Boards\*\***: Local bulletin boards and HOA communication channels

### **\*\*Virtual Tours & Technology\*\***

- 3D virtual tours (Matterport, Zillow 3D Home)
- Video walkthroughs to showcase every detail
- QR codes for instant property information

### **\*\*Agent-to-Agent Networking\*\***

- **\*\*Connecting with Real Estate Professionals locally and across the nation\*\***
- **\*\*Agent Email Campaigns\*\***: Directly reaching other agents with client matches



## BEYOND THE BASICS...

As a real estate professional, I go beyond the basics of photography and putting the listing on the multiple listing service. In addition to the items already covered, success is also about the approach to each listing.

✓ Strategic Marketing with Buyer Psychology in Mind

Every detail in your listing—from the wording to the visuals—is intentional. I carefully craft marketing that speaks directly to buyers, shaping how they perceive your home to generate maximum interest and stronger offers.

✓ Custom Property Website for On-the-Spot Access

Your home gets its own dedicated website, complete with photos, video, and key details. To ensure buyers don't forget it, I provide a stand-up poster with a QR code at showings and open houses—giving instant access to property and neighborhood info.

✓ Designed to Attract Local & Out-of-Town Buyers

I showcase not just your home, but the lifestyle it offers. I include:

- Area highlights & local attractions to appeal to buyers relocating from other cities.
- Neighborhood amenities that even local buyers may not be aware of.
- A well-rounded picture of why this location is a great place to live.

✓ Expert Negotiation to Secure the Best Terms

As a Certified Real Estate Negotiation Expert (RENE), I use strategic positioning to maximize your leverage in negotiations. Whether it's pricing, terms, or competing offers, my goal is to put you in the strongest possible position—so you get the best outcome while staying in control of every decision.



# Pricing Misconceptions

## Market Value:

It is very important to price your property at competitive market value when we finalize the listing agreement.

Pricing is about finding balance between your goals, the market and how quickly you want to sell. If a home exceeds the average days on market, it can encourage low-end offers, among other challenges.

**WHAT  
YOU  
PAID**

**WHAT  
YOU  
NEED**

**WHAT  
YOU  
WANT**

**WHAT  
YOUR  
NEIGHBOR  
SAYS**

**WHAT  
ANOTHER  
AGENT  
SAYS**

**COST TO  
REBUILD  
TODAY**

## Buyers and Sellers Determine Value

Value is determined by what a buyer is willing to pay and a seller is willing to accept in today's market. Buyers make their pricing decision based upon comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.





# *7 Benefits of Using a REALTOR®*

WHEN SELLING YOUR HOME

## **1. REALTORS® are the local housing market experts.**

Using comparable home sales and neighborhood information, they can make sure your home is listed for an amount that draws interest and helps you sell for a strong price.

## **2. REALTORS® market your property to a vast audience.**

REALTORS® market your listing to a vast audience with their access to MLS (Multiple Listing Service), which is a tool used to list homes and find others on the market. Having your home on MLS increases its exposure and gets the most accurate data to help price your home.

## **3. REALTORS® position your home to drive the most interest to the most people possible.**

The real estate network is an important asset to working with a REALTOR®. They are constantly talking about new homes on the market and hidden gems. In addition to networking with other real estate agents, they will add your property to websites, position your home showings in the best light, market on their own social media platforms to drive up interest in your property and market to as many people as possible.

## **4. REALTORS® are professional negotiators.**

There are many factors up for discussion in a deal and negotiating directly with a buyer can be difficult. A REALTOR® will both fight for your interests and keep the deal from falling apart.

## **5. Real estate is a full time job.**

Your REALTOR® will spend their time pre-qualifying potential buyers, answering phone calls with questions, marketing your home, and scheduling and attending home showings. Hiring a REALTOR® is a smart choice for this reason alone.

## **6. REALTORS® have access to a vast network of experienced industry professionals.**

Through your REALTOR®, you will have access to a broad network of experienced industry professionals including home repair companies, staging companies and title companies. Instead of going it alone, your agent can connect you with their trusted network.

# Last, but not least...

## **7. REALTORS® always have your back.**

Your REALTOR® has your back whether you are a buyer or a seller. A REALTOR® has a fiduciary responsibility to their clients and are legally obligated to act in their client's best interest.

# Stories from the Closing Table

## PREPARATION PAYS OFF!

When this seller decided to list their home, they had one big question:

"Other agents don't do all this—do we really need the extra marketing, the custom website, and such specific wording?"

My answer was simple: "Not doing all these things is why other homes in the area have been sitting on the market for over 90 days."

With that, the seller agreed to trust the process. We focused on strategic presentation, targeted marketing, and strong positioning—and it paid off.

- 📌 The Home Hit the Market & Got a Full-Price Offer on Day One.
- 📌 We Moved From Contract to Close in Under 30 Days.

What made the difference?

- ✓ Smart pre-marketing & ad placement to attract serious buyers
- ✓ Custom property website & professional presentation to stand out
- ✓ Pricing strategy designed to generate immediate interest
- ✓ Clear, proactive communication to keep everything on track

The seller had taken great care of their home over the years, made thoughtful updates, and followed expert guidance on staging. With the right plan in place, the results spoke for themselves.

Selling fast and for top dollar isn't about luck—it's about preparation, strategy, and having the right agent in your corner.



**Dennis Woleben**

8 reviews • 1 photo



11 hours ago

NEW

Jenny handled my transaction flawlessly.

My home sold quickly and closed in less than a month. She gave us great advice and she also has great negotiation skills.

I strongly recommend.



# *Stories from the Closing Table*

## THINKING OUTSIDE THE BOX

This sale wasn't going to be easy. A manufactured home on acreage, partially renovated but unfinished, needing significant repairs—and the market was shifting downward while it sat for sale. We had plenty of interest and even a contract, but the same problem kept coming up: Buyers couldn't qualify for both the purchase price and the cost of renovations.

The conventional wisdom? Lower the price until it sells. Fellow agents and brokers all said, "Just reduce the price."

But I knew that wasn't the problem. Lowering the price would only attract more of the same buyers—still unable to afford both the home and the repairs. Instead, I had a different idea.

I sat down with my seller and said, "I know this goes against everything the industry says to do, but hear me out." I laid out my reasoning: We needed to reach a different pool of buyers—the ones who could afford both the home and the work it needed. So instead of dropping the price, we raised it.

We priced it above the original list price and disclosed the estimated renovation costs upfront, making it clear that offers reflecting those repairs were welcome.

💡 Within a week, we had a cash offer—\$10,000 over the original list price.

🕒 And we closed fast.

In a declining market where values were dropping, my seller walked away with more than expected.

She took a leap of faith—and it paid off. Sometimes, the best results come from going against the grain and finding a smarter way forward.

### **Lori D.**

Working with Jenny to sell my home was such a blessing, not only was she professional she was also caring about my home & always looked for the best of both the seller & the buyer. That's how I knew she is truly a genuine person. She is such a great resource for many things & never hesitates to recommend people she trusts. Thank you Jenny ❤️

Sourced by [realtor.com](https://www.realtor.com)



# WHAT YOU RECEIVE

## Communication

Your needs always come first. I provide the service we agree to, in the ways that work for you. Whether by phone, email or text message - that's how we'll do it. You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, offers on the table and steps leading to a successful closing once an offer is accepted. We'll agree on the communication method that works best for you.

## Experience and Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will capably remove many potential challenges before they have the opportunity to appear. Marketing your home will get the exposure it deserves. My marketing systems maximize your property's exposure to buyers. Neighborhood tracking tools and automated buyer calling systems allow me to reach active buyers who want to know about your listing.

As a certified Real Estate Negotiation Expert (RENE), I'm a skillful advocate for you and your real estate goals. This expertise brings an awareness of behind-the-scenes issues and how to deal with them. Dealing with a wide range of personalities and situations, while sorting out competing objectives of the parties involved is an important part of negotiation skills.

## Pricing

Your home will be priced right, adjusted as needed and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips. Staging your home will put its best foot forward. Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold.

# HOME SELLING

## ROAD MAP

### 1 Find a Real Estate Agent

Your real estate agent is an expert in the home selling process and is the one who will be "on your side" and watching out for your best interest.

### 2 Price Your Home

Your real estate agent works with you to come up with a price to list your house. They will start by "running comps" which means they will review houses that have sold that are similar to yours in the recent past. Using this information, they will work with you to determine the best list price for your house.

### 3 Get Your Home Ready for Sale

Prepare your home by cleaning and decluttering. You may consider hiring a professional stager to stage your home. You'll also want to make any necessary repairs or home improvements.

### 4 Show Your Home

Your real estate agent will set up private showings where interested potential buyers can view your home. Your real estate agent may recommend an open house.

### 5 Negotiate Offers

Lots of factors go into the different offers you will receive and your real estate agent will help you navigate the process. Is it an all cash offer? Is the purchase of your house dependent on the sale of their current home? When you accept the best offer, you are officially under contract! A purchase offer (the contract) usually also requires including an earnest money deposit and option fee.

### 6 Option Period

An agreed upon period of time, stated in the contract, which gives the buyer the right to terminate the contract for any reason. Normally, the buyer has the property inspected during the option period.

### 7 Escrow

After the offer is accepted and the contract is signed, the buyer has three days to deposit the agreed upon amount of earnest money with the escrow agent/title company.

### 8 Title Work Begins

Title examines public records to determine ownership, liens and other matters that could affect the title, such as judgements, bankruptcies, divorce, or death, which require further investigation by the title company before closing can occur.

### 9 Home Inspection

The buyer may hire a professional home inspector to ensure the property is in good condition. This must be done before the option period ends.

### 10 Home Appraisal

A home appraisal provides an independent and impartial analysis of real property. At the end of the appraisal, you will be provided with an accurate estimate of the fair market value of the home being sold.

### 11 Closing Day

The big day is here! You will be signing lots of paper. Make sure to bring valid, unexpired photo identification such as a driver's license or passport, your spouse and any additional documentation requirements. If you will be receiving your proceeds from closing via wire transfer, be sure to confirm wiring instructions with the title company prior to your closing appointment. If you prefer to receive your proceeds via check, you will be notified once the transaction has funded and your check is ready for pickup. If you owe money at closing, you will need to arrange to bring a cashier's check to closing, or you can send funds electronically via wire transfer prior to closing.

### 12 Post-closing/Funding

The title company sends signed documents to lender for final approval. All money is distributed.

### 13 Moving Day

Depending on what was agreed to in your contract and any addenda, you may move out any time prior to closing, but generally must be out of the property before closing unless the buyer has agreed to allow you to remain in the property under a temporary lease back.





# *Staging Your Home to Sell*

MAKE A GREAT FIRST IMPRESSION

## **1. Clean like you've never cleaned before.**

Spring cleaning has nothing on you when you're getting ready for a showing! A clean home suggests to the buyer that you have taken great care of the property. If you don't have the time or already moved, consider hiring a cleaning service. When your home is on the market, it's important to keep everything tidy and in "show ready" condition because you never know when a potential buyer may schedule a last minute tour.

## **2. Clear out the clutter.**

Clutter takes up space and space is what sells. You want buyers to focus on how great your space is, not how messy it looks. By editing down the basics, you will make your home look bigger.

## **3. Go neutral.**

You may love a certain bold accent wall color but bold colors can distract from a room's assets. Repaint your rooms in neutral tones like tans, grays and whites that allow buyers to focus on the spaces themselves, not the color of the walls.

## **4. Give each room a purpose.**

If you have a spare room that has been serving several purposes (or has been collecting extra stuff), now is the time to give it a purpose. Pick a use (office, guest room, crafts room) and stage the space to showcase that purpose.

## **5. Let there be light!**

A home's lighting can make a big impact on a buyer's first impression of the home. Brighten up your rooms by replacing the light bulbs with daylight bulbs, open up all the windows to let in natural light (make sure those windows are sparkling clean!) and add floor or table lamps to areas that are dim. A bright, cheery room looks bigger and more inviting.

## **6. Focus on fresh.**

Track down and odors in your home and eliminate them.

Adding in a scented plug-in or air freshener can help. Just don't overdo it. Scents can be overwhelming and that may turn off buyers when they step into a home. The goal is a nice, neutral and clean smell. Keeping a dryer sheet on a new air filter is a great way to do this too!

## **7. Get rid of personal items.**

Buyers want to be able to see themselves in your home, so remove anything overly personal (family photos, toys, kids' artwork and personal collections). Don't overlook the bathroom. Clear bathroom counters of personal items, like toothbrushes, other hygiene items and makeup.

## **8. Organize your closet.**

Storage space is a huge selling point. If your closets are stuffed to the brim, buyers will think you don't have enough of it. Give your closet some breathing room by removing items you don't need immediately from your closet and store the rest in your garage, attic or in a pod/storage unit.

## **9. Make an entrance**

If your home's curb appeal makes a great first impression, buyers will want to see inside. Small fixes can make a huge difference. Plant some colorful flowers in your flower beds, fix any peeling paint and keep the walkway clear. Adding a row of potted plants along the walkway or a cheerful wreath to your front door can make a big difference. Also, keep the shrubs trimmed and grass mowed the whole time your house is on the market.

## **10. Finish any projects.**

Walk through your home as if it is the first time and make a list of all the small projects that need finishing. Is there a cabinet that doesn't shut quite right? Are there scuffs that need to be removed from the wall? Paint that needs touching up? Keep an eye out for areas that could use some TLC, then repair as necessary. Not only does this make your place look nice, it shows potential buyers that you've put effort into maintaining the property.



# CURB APPEAL CHECKLIST



## CLEAN IT UP

- Remove any old building materials, discarded household items, broken toys and scrap from the yard
- Find a space to store garbage cans at the rear of your home
- Put away items that are not in use (toys, bikes, tools, etc.)
- Organize outdoor furniture
- Clean-up pet messes
- Rake up leaves and debris
- Mow grass, edge yard and pull weeds
- Trim bushes and prune trees
- Power wash sidewalks, driveway, patios, and porch
- Wash siding
- Clean windows, screens and doors
- Check outdoor lighting fixtures and clean

These things can affect perceived value by the buyers. Don't worry! Part of my partnership with you includes detailed recommendations customized to your home.

## MAKE REPAIRS

- Paint, straighten or replace house numbers
- Fix the doorbell
- Replace any damaged window/door screens
- Replace all burned out light bulbs
- Patch and seal driveway and walkways
- Repair damaged gutters, shutters and awnings
- Replace damaged deck boards
- Repair broken fence boards and gates
- Repair any damaged siding
- Fix or replace patio stones or pavers

## SPRUCE IT UP

- Touch up paint on window and door trim
- Paint your front door and add a pop of color
- Add planter pots to patio and porch
- Spread mulch in your gardens
- Replace old lighting fixture by the front door
- Add an attractive door mat
- Plant a new tree
- Add some window boxes
- Stain or paint porch or deck
- Replace porch accents
- Add a birdhouse or feeder to your yard

10 THINGS

# To Prepare for Your Open House

## Clear Clutter:

Too many appliances on the kitchen counters, piles of magazines on every flat surface of the living room or too much furniture can be a turn off for a buyer. Decluttering makes a space feel larger and is easier for a buyer to picture their stuff in the space. The solution? Start packing! You want to move anyway, so now is a good time to pack up anything you don't need in the short-term and put those items in storage. That includes larger furniture you might want to store, like a sectional couch, while your home is on the market.

## Hire a Cleaning Service:

Buyers won't notice if your home is spotless but they will notice if it isn't. A cleaning service tackles all those dusty places you might forget: baseboards, tops of picture frames or ceiling fans.

## Enhance Curb Appeal:

Trim your lawn, weed flower beds and prune shrubs. First impressions are everything and these small landscaping tasks make a world of difference.

## Remove Family Photos:

Yes, your children are stunning, and your animals are so cute! But buyers need to see a neutral field where they can put down their roots instead of viewing your family tree.

## Neutralize Odors:

You get used to the smells of your home. Ask a friend for a nose check. Shampoo your carpets before the open house, and if you have pets, give them baths and make sure litter boxes are clean.

## Make Repairs:

Buyers are looking for imperfections, so now is the time to fix that leaky faucet or slow-running drain and replace broken windowpanes and burned out light bulbs. These are noticeable maintenance problems that keen-eyed buyers will spot.

## Set the Table:

Stage your dining room table for a nice meal to encourage buyers to imagine what it would be like to entertain in the house. Your best china and a new neutral tablecloth with matching napkins will help with visualization.

## Buy New Towels:

Spruce up your kitchen and bathrooms with plush linens.

## Organize Cabinets and Drawers:

Storage space is a vital selling point of any property. More is more when it comes to nooks and crannies, cabinets and closets. Cluttered linen closets, kitchen cabinets and bedroom closets make it appear that your home doesn't have enough storage. We guarantee a buyer is going to look.

## Leave:

Buyers will feel more comfortable asking questions of your agent if you're not hovering in the background. Your real estate agent can highlight the positive features of your home without bias. So, take a hike for a few hours, and take your pets with you. Some buyers might not feel comfortable about your four-legged friends or might have allergies.



# LINGO YOU SHOULD KNOW

**THIS LIST OF COMMONLY USED  
REAL ESTATE TERMS IS INTENDED  
TO HELP YOU IN THE HOME  
BUYING OR SELLING PROCESS.**

## Appraisal

The estimated value of a property based on a qualified appraiser's written analysis. Banks typically require appraisals before issuing loans to ensure the estimated value of the property adequately supports the sales price and the loan being taken out by the buyer.

## Appreciation

The increased value of your home from when you purchased it is considered its appreciation in value.

## Assessed Value

This is the dollar value that the county appraisal district assigns to your home for the purpose of property taxes. This value may differ from a home appraisal value or market value.

## Closing Costs

These refer to miscellaneous expenses to close the deal. Expenses can include recording fees, title insurance, commissions, surveys and more.

## CMA

CMA stands for Comparative Market Analysis. This report looks at similar homes in your area that were sold or are currently on the market and can help determine an accurate value for your home.

## Comparables

Also known as "Comps", which are used as a comparison in determining the current value of a property that is being appraised.

## Contingencies

Particular conditions that must be met prior to closing a real estate transaction such as a home inspection (to ensure the home has no serious defects), a financing contingency (which releases a buyer from the sales contract if their loan falls through) or a contingency that a buyer must first sell their current home.

## Counteroffer

If you reject the initial home offer made by the buyer, you can make a revised offer that is more desirable.

## Deed

The recorded legal document transferring ownership or title to a property.

## Deed of Trust

A recorded lien on the property which secures the promissory note and gives the lender the ability to foreclose if there is a default.

## Earnest Money

Money that the buyer deposits with the title company or directly with the seller as a good faith gesture that they are serious about buying a home.

## Effective Date

The date the buyer and seller have agreed to all terms and actually executed the contract.



# LINGO YOU SHOULD KNOW

## CONTINUED

### Escrow

A legal arrangement in which a third party temporarily holds large sums of money or assets until a particular condition has been met.

### Executed

When a legal document has had its contents agreed upon by the buyer and seller and is signed by all parties to the document.

### Equity

The value in your home above the total amount of the outstanding liens against your home.

### HOA Resale Certificate

A document issued by a Property Owners Association or Condo Association that outlines the fees associated with the transfer of the property that are to be collected from the buyer and seller at closing.

### Home Inspection

A thorough professional examination that evaluates the structural and mechanical condition of the property (plumbing, foundation, roof, electrical, HVAC systems, etc.) to identify problems with the house before purchasing. A pest inspection is also common as well as a pool inspection when applicable.

### Home Warranty

Limited Warranty Coverage on some items in your home that can lead to costly repairs when in need of work, such as, HVAC systems, appliances and even pest control. Every policy is different, it is important to understand what is covered and what is not.

### Market Value

The current value of your home based on what a purchaser would pay.

### Multiple Listing Service (MLS)

The MLS is a local organization that collects, catalogs, and distributes home listings for sale and lease as well as data on past sales. REALTORS® get access to the MLS by being a paid member of the organization. Some of the information in the MLS is distributed to popular listing websites.

### Offer

A formal request to buy a home. This is most often presented to a seller in the form of the contract and addenda required to purchase/sell a property that outlines all the terms and conditions of the offer.

### Principal

The remaining unpaid balance on your mortgage. At closing, accrued and unpaid interest on the principal will also be due and payable.

### Personal Property

Any property that is not real property that may be included as part of the sale of a home. Examples include furniture, televisions, refrigerators and washers/ dryers.

### Property Lien

A lien is a legal right or claim against a property by a creditor. Liens are commonly placed against property in the form of a deed of trust creditors, such as banks and credit unions, so they can collect what is owed to them. Liens may also include, but are not limited to, mechanics liens that are filed by contractors for work they haven't been paid for, state or federal tax liens and abstract of judgment liens. Any liens against the property must be paid at closing.

### Possession

The right to occupy and enjoy the property. Possession for a buyer normally takes place after closing and funding have occurred. The parties can agree to give possession to the buyer before closing under the terms of a Buyers' Temporary Residential Lease. Sometimes sellers can remain in the property after closing under the term of a Sellers' Temporary Residential Lease and buyer gets possession after the lease terminates.

### Real Property

Land and anything permanently affixed thereto - including buildings, fences, trees and minerals.

### Sales Contract

The finalized and executed contract and applicable addenda.

### Survey

A drawing of your property prepared by a Registered Professional Land Surveyor that locates the boundary lines, any improvements, easements, building lines, encroachments of any structures or improvements over the property lines, easements or building lines on the property.

# TYPES OF CLOSINGS



Beyond the technology, local laws, customs and underwriting requirements will determine what types of signings are possible. These variations create different types of closings. When more types of closings become available, customers will have more choices on how and where they will be able to complete their real estate transactions.

## Traditional Closing

- In-person
- Paper documents with wet signatures
- In-office or "mobile notary"
- Traditional ID verification

## Hybrid Closing

- In-person
- Some paper documents with wet signatures
- In-office or "mobile notary"
- Traditional ID verification

## In-Person eClosing (iPeN)

- In-person
- 100% eDocuments with eSignatures
- In-office or "mobile notary"
- Traditional ID verification

## Remote Online Notarization (RON)

- NOT in-person
- Notary Public/Escrow Officer appears before signer via webcam
- 100% eDocuments with eSignatures
- Electronic ID verification
- Certain transaction requirements must be met

# WHAT IS TITLE INSURANCE



## **What is a title?**

Simply stated, the title to a piece of property is the evidence that the owner is in lawful possession of that property.

## **What is title insurance?**

Title insurance protects real estate owners and lenders against any property loss or damage they might experience because of liens, encumbrances or defects in the title to the property. Each title insurance policy is subject to specific terms, conditions and exclusions.

## **How does title insurance differ from other insurance?**

Insurance such as car, life, health, etc protects against potential future events and is paid for with monthly or annual premiums. A title insurance policy insures against events that occurred in the past of the real estate property and the people who owned it, for a one-time premium paid at the close of the escrow.

## **What does it cover?**

Title insurance protects against claims from defects. Defects are things such as another person claiming an ownership interest, improperly recorded documents, fraud, forgery, liens, encroachments, easements and other items that are specified in the insurance policy.

## **Who needs it?**

Purchasers and lenders need title insurance in order to be insured against various possible title defects. The buyer, seller and lender all benefit from issuance of title insurance.

## **How is a title insurance policy created?**

After the escrow officer or lender opens the title order, the title agent or attorney begins a title search. A Preliminary Report is issued to the customer for review and approval. All closing documents are recorded upon escrow's instruction. When recording has been confirmed, demands are made, funds are disbursed and the actual title insurance policy is created.

## **What is escrow?**

Escrow refers to the process in which the funds of a transaction (such as a sale of a house) are held by a third party, often the title company or an attorney in the case of real estate, pending the fulfillment of the transaction.

## **What are the title insurance property types?**

The Owner's Policy insures the new owner/ home buyer and a lender's policy insures the priority of the lender's security interest.





# CLOSING DAY

## WHAT TO EXPECT

## What Happens:

Seller signs documents to initiate the transfer of ownership on their property and the paying off of any loans on the home (if applicable). Documents include (but not limited to):

- Closing Disclosure and/or Settlement Statement
- Grantor's Affidavit of Title
- Warranty Deed
- Verifying mortgage payoff statements (if applicable)

After both seller and buyer have signed their respective documents (via separate appointments), the closing team will then process the documents for funding. This can take anywhere from an hour (for a cash transaction) up to the next day (if new financing is involved).

Once the title company has received the buyer's funds and also has authorization from the buyer's new lender to fund the loan (if applicable), monies are disbursed to all parties (including payoffs of any existing mortgages) and the buyer receives the keys.

## What to Bring:

- Current valid government issued photo ID (required for all parties signing)
- Keys to all doors, garages (including openers), porches and sheds on the property
- Codes for gates, fences, door locks and garage doors
- Access information for smart locks, thermostats, doorbells, appliances remaining with property
- Other remotes and/or devices that control systems in the house



# AFTER CLOSING REMINDERS

## IMPORTANT AFTER CLOSING REMINDERS FOR SELLERS

### 1. Cancel your homeowner's insurance

with your insurance agent once the transaction has closed, funded and your personal items have been removed from the home. There may be a prorated refund of your homeowner's policy, based on the latest renewal date, owed to you. If you are remaining at the property after closing, you should notify your insurance agent of this change.

### 2. Cancel your automated deduction

for your house payment with your current lender if applicable.

### 3. Your lender will refund all monies left in your escrow account

approximately 15 to 30 business days after receipt of the payoff funds. The lender will mail a package containing your original Promissory Note marked "PAID" and other loan documents. Retain these for future reference. When you receive this confirmation, you may also receive a "Release of Lien" document from your lender. If the release has not already been recorded with the County Clerk's office, please forward it to your closer at the title company and we will send it to the county to be filed, thereby releasing the lien of record.

### 4. Refer to your closing statement

Depending on what time of the year you sold your property, the Taxing Appraisal District may not have updated the account to show a change in ownership. If you receive a tax bill for the property that you sold, refer to your closing statement and send the bill to the new owners. You will receive a Substitute Form 1099-S from your title company within 30 days of closing. In addition, retain your closing statement, it serves as a Substitute Form 1099-S for tax purposes.





# DON'T FORGET YOUR Moving Checklist

## 1. Disconnect/Connect Utilities

Arrange to have utilities disconnected at current home and connected at your new home. Arrange for refunds of any deposits from any services you aren't transferring.

## 2. Pack Strategically

Label boxes by the name of the room they go to. Load items you need first at your new place, last for quick access on arrival.

## 3. Pack the Essentials

Pack essentials like toilet paper, hand soap, paper plates, paper cups, medications you need that day, water bottles, some snacks, and any important documents in a separate box to keep with you.

## 4. Schedule Movers/Moving Truck

Select and schedule movers and double check the following: insurance coverage, packing and unpacking labor, arrival day, various shipping papers, method and time of expected payment. Or reserve a truck if you're moving yourself.

## 5. Make Arrangements

Make arrangements for young children and pets the day of your move.

## 6. Final Detailed Check

Walk through the house once more and check all closets, drawers, shelves and the attic to ensure that they are empty.

## 7. Deep Clean

Deep clean the entire house.

## 8. Leave Keys and Garage Remotes

Leave all keys and garage door openers with previously agreed upon party. Provide information/passwords for any smart home systems attached to the house.

## 9. Cancel Policy

Contact your homeowners insurance and cancel policy if you are not transferring it.

## 10. Start a File

Start a file for your moving papers.



# 10 FAVORITE FEATURES

TO ASSIST US IN MARKETING YOUR HOME, PLEASE TELL US YOUR 10  
FAVORITE QUALITIES OR FEATURES

## Home:

1. \_\_\_\_\_
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## Community:

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**The Client Appreciation Program - Service before, during & after the sale!**

Even after your closing, I'll be there to assist you with all your real estate needs. You'll be receiving valuable information in my monthly emails.

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to become your realtor for life!

**Jenny Carlson**  
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