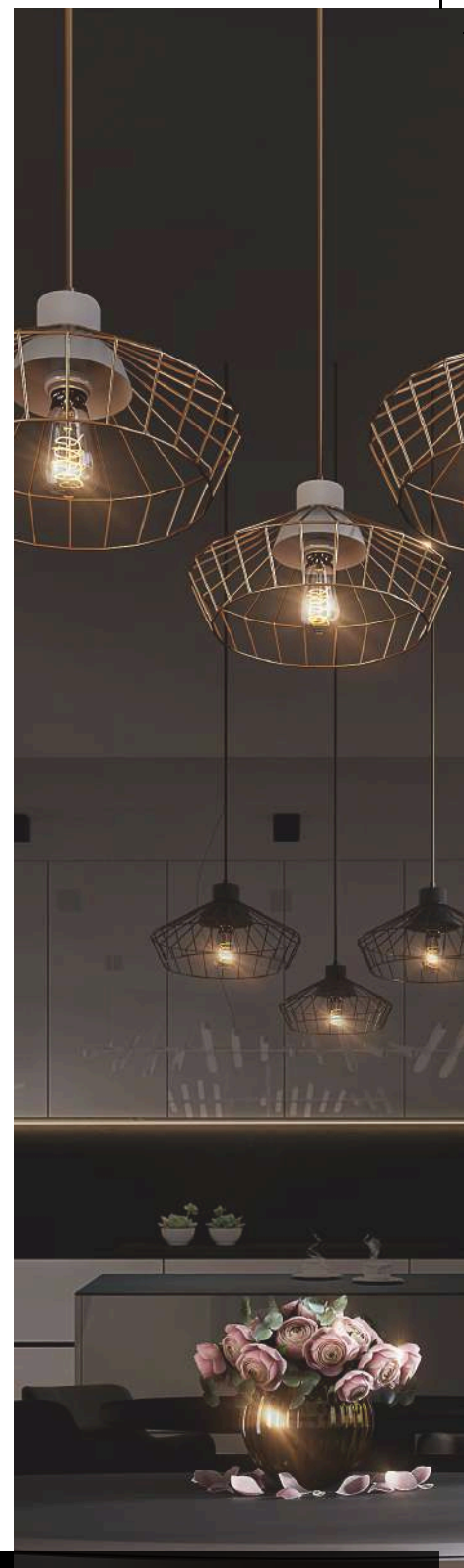


CLAIRE CORTEZ

SELLER'S GUIDE



Your how-to-guide
in leveling up
your Real Estate
Property buying.

432-557-5394



I AM
CLAIRE
CORTEZ

HELLO

I am a full-service, fully licensed, Real Estate agent whose main focus is on my clients and my customer service. I love to work with sellers and buyers on existing homes, and new constructions homes.

Married for over 13 years and have 2 beautiful children, Alani & Colt, who are my greatest motivation.

My mission is to bring solutions and valuable resources to all my clients while ensuring honesty and transparency in everything that i do.

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HOME SELLER'S ROADMAP



01

Find Agent



02

Pricing



03

Staging



04

Marketing



05

Listing

HOME SELLER'S ROADMAP



Showings



Offers



Under Contract



Final Details



Closing

10 STEPS TO SELL A HOME

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III	PREPARE YOUR HOME	4
IV	MARKETING	6
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HOME IS WHERE YOUR STORY BEGINS

CLAIRE CORTEZ



FATHOM REALTY

PREPARING TO SELL



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**CLAIRE
CORTEZ**

A real estate agent is a huge asset to you as you go through the home-buying process. This is one of the biggest decisions of your life and you need a skilled professional guiding you through the process.

Your agent will be working with your best interests in mind and can help guide you through all the stages of home buying.

I. FINDING A GREAT AGENT

CONTINUATION...

I. FINDING A GREAT AGENT

INDUSTRY KNOWLEDGE

Our agents have access to a wide variety of resources that is not readily available to the public. They can help you determine the best price and time to sell.

SMART NEGOTIATING

With our collective experience and expertise, we can help you negotiate the best price for your home.

PROFESSIONAL EXPERIENCE

Our agents must undergo annual training and compliance to ensure that they are up to date on any changes in legal or administrative paperwork.

CUSTOMER SERVICE

Our agents are dedicated to helping you answer any questions that arise from this process. We treat you, how we would like you to treat us!



II. ESTABLISH A PRICE

LISTING PRICE

Setting a reasonable listing price is one of the most important aspects in the entire home selling process. If you list too high, you might not get any offers and it can take you a while to sell your home. Alternatively, if you price too low, you might be missing out on a greater return on your investment.



ESTABLISH A PRICE | PAGE 03



WHAT DETERMINES THE PRICE?

You have two options in order to price your home for sale:

- You can engage with a third party home appraiser, who will perform an analysis on your home and the neighbourhood.
- You can get your real estate agent to perform an analysis on other homes for sale in the area.



III. PREPARE YOUR HOME

Be sure to put away any personal photographs, memorabilia, and artifacts as it will look like clutter to a potential buyer.

You can replace photos with wall art.

HOME STAGING TIPS

- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.



INSIDE THE HOME

Repaint the home in a neutral colour (preferably white)

Remove and replace any personal artifacts

Find arrangements for pets and children, and remove toys and clutter from main spaces

Make sure that walkways are clear

OUTSIDE THE HOME

Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)

Remove weeds

Repaint or re-stain any porches, entry ways, and doorways

Fill in any cracks in the driveway, sidewalks and foundation

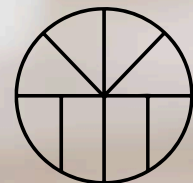
Clean out the gutters of any leaves or twigs

Test all lighting fixtures and motion sensors



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FINDING A BUYER



IV REAL ESTATE MARKETING



MARKET RIGHT

Make sure that the photos you use to market your home are bright, clear, and capture all angles.

Buyers will feel more comfortable with more photos.

MARKETING TIPS

- Do not list on one site only, be sure to list your house on several different platforms
- Be detailed in your description
- Keep your calendar as flexible as possible! You don't want to miss out on any opportunities!



V. LISTINGS

Congratulations! You have officially listed your home for sale.

Our real estate agents will use their network to ensure that your listing is as visible as possible, and reaches the appropriate audience.

If you want, we can supply a sign for your front yard to let passerby's know of your intentions to sell.

Make sure your photos and descriptions are clear, attractive, and relevant.

These are the first impressions of your home to a potential buyer.





VI. SHOWINGS

For the first few weeks/
weekends, make sure that your
calendar is flexible for showings.
This will help provide potential
buyers a greater number of
viewing options.

Private viewings as well as open
house viewings will be set up
during the first few weeks of
listing your home.

You should make arrangements
for pets and children during
viewing times, to help make the
viewing experience as pleasant
and distraction free as possible.



SHOWING CHECKLIST

IF YOU ONLY HAVE FIFTEEN MINUTES

- ☐ Make the beds and fluff pillows
- ☐ Throw away any garbage
- ☐ Empty out garbage cans and take out the trash
- ☐ Clean the countertops and put away dishes
- ☐ Declutter the home, remove any toys
- ☐ Turn on all indoor and outdoor lights



IF YOU HAVE MORE THAN AN HOUR

- ☐ Complete the above list (15 minute list)
- ☐ Vacuum, sweep and mop the floors
- ☐ Wipe all major appliances, glass, and mirrors
- ☐ Fold or hang up visible clothing nicely
- ☐ Dust any visible or reachable areas



FINAL STEPS



VII. OFFERS & NEGOTIATIONS



At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, your real estate agent will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.





VIII. UNDER CONTRACT



- The offer will officially become binding once the buyer and the seller both agree to the terms in the contract (which includes the price).
-
- Some things that need to occur before the closing process can commence:
 - Home inspection
 - Title search
 - Final walkthrough with the buyer



IX. FINAL DETAILS

Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over.

At this time you can start packing and moving into your new place!



X. CLOSING

Closing is the final step for you to become the legal owner of your home. You will take a final walk-through just before closing to assure that negotiated work has been completed and everything is in working order.

The closing process itself requires a lot of paperwork and patience. Be prepared with your government issued photo ID, cashier's check and any other documents required by the title company or loan officer.

Don't forget to re-key all the locks and change the garage door opener code when the property is officially yours.

Congratulations on your new home!



NOTES

Date :

Notes :

Claire Cortez

REAL ESTATE
AGENT

