

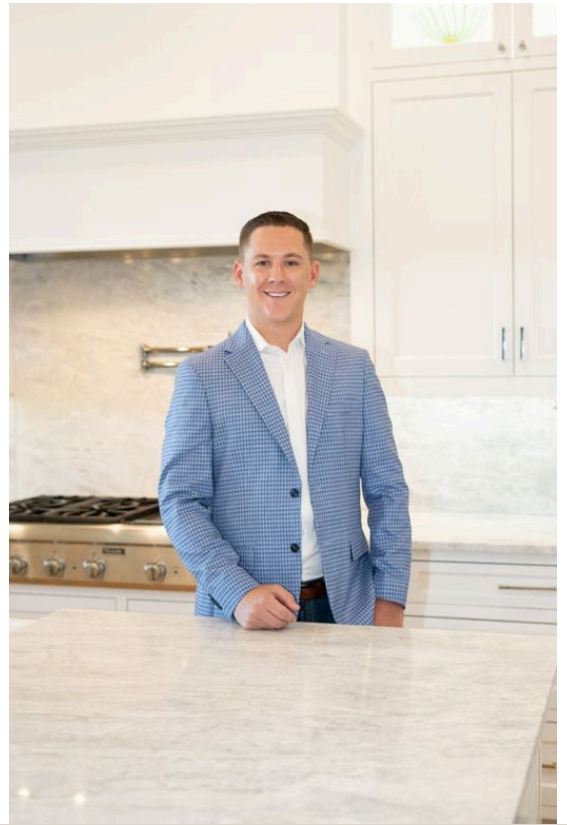
FROM LISTED TO SOLD

home SELLER GUIDE

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GLOBAL REAL ESTATE ADVISOR · REALTOR®

BRIGGS FREEMAN SOTHEBY'S INTERNATIONAL REALTY



WELCOME

let's get you **SOLD**

Selling a home is a big deal, financially and emotionally. My job is to make it feel organized and calm, and to get you the best result the market will give.

This guide walks through how I price, prepare, and market your home, what happens once offers come in, and what to expect at closing. Keep it handy, and text me whenever a question comes up. No question is too small.

WHAT YOU CAN EXPECT FROM ME

HONEST PRICING

A real market analysis from recent sales, not a number to win your listing

STEADY UPDATES

Showing feedback and a weekly check-in so you always know where things stand

A TRUSTED BENCH

Painters, handymen, roofers, and more who show up and do good work

STRATEGIC MARKETING

Professional photos, coming-soon buzz, online, social, and print

SKILLED NEGOTIATION

Offers compared on more than price, and terms that protect you

TEAM SUPPORT

The Bailey Maberry Group behind you from listing to closing

the

HOME SELLER ROADMAP

Ten steps from our first conversation to handing over the keys. Once you're under contract, most Texas sales close in about 30 to 45 days.

1 CONSULT & LISTING AGREEMENT

We'll walk your home together and talk through your goals, timing, and what you need from the sale. Then we sign a listing agreement that spells out my services, the marketing plan, and how I'm paid.

WHERE IT STARTS

2 COMPETITIVE PRICING

I'll prepare a Comparative Market Analysis (CMA) that compares your home with similar homes that recently sold and those you'd be competing with now. We'll set a price based on condition, location, and market trends. A well-priced home draws more buyers and sells faster.

3 PREPARE TO LIST

Declutter, take care of small repairs, and stage key rooms so buyers can picture themselves living there. I'll tell you exactly what's worth doing and what you can skip.

4 PROFESSIONAL IMAGERY

A professional photographer captures your home at its best: bright, inviting, and spacious. These images do most of the work online, so we schedule them only once the house is truly ready.

5 STRATEGIC MARKETING

Your home goes live on the MLS and syndicates to the major real estate sites, backed by a custom plan that can include coming-soon promotion, social media, print, my agent network, and an open house.

LAUNCH WEEK

6

SHOWINGS

Buyers tour your home through a secure lockbox and a showing service that notifies you of every appointment. I follow up with agents for feedback and share it with you, along with any adjustments I'd suggest.

7

OFFERS, NEGOTIATION & CONTRACT

When offers come in, I'll lay them side by side and walk you through more than the price. We'll accept, counter, or decline until we reach terms you love, then sign the contract.

UNDER CONTRACT

8

INSPECTION & APPRAISAL

The buyer schedules a home inspection during their option period, and their lender orders an appraisal. I coordinate access and help you understand anything that comes up.

9

REPAIRS & NEGOTIATION

If the inspection turns up issues, the buyer may ask for repairs, a credit, or a price change. I'll negotiate a fair resolution and can line up trusted vendors if repairs are needed.

10

CLOSING

You'll sign at the title company (or remotely, if needed), hand over the keys, and receive your proceeds once the sale funds. Congratulations, you sold your home!

KEYS HANDED OVER

the three

DECIDING FACTORS

Whether a home sells, and for how much, comes down to three things. We control all three together.

1 · PRICE

The first two weeks bring the most attention a listing will ever get. Pricing right from day one, based on real sales, puts your home in front of the most buyers and protects you from chasing the market with price cuts later.

2 · PRESENTATION

Your home should be ready on day one, in person and online. That means repairs done, clutter and personal items put away, carpets cleaned, walls neutral, and a home that's clean and smells fresh.

3 · MARKETING

Great photos and a smart launch get your home seen by the right buyers. I prospect daily, talk with neighbors and other agents, and keep you updated every week with feedback and what I'm seeing.

preparing TO LIST

A clean, neutral, and streamlined home helps buyers imagine life there. Bright lighting and good presentation come first; big replacement projects usually aren't worth it.

EXTERIOR

- Wash or paint the exterior
- Paint the front door
- Keep the yard trimmed and free of clutter
- Weed and freshly mulch the beds
- Clean windows inside and out
- Refresh wood fences with paint or stain

INTERIOR

- Remove personal items and extra furniture and decor
- Clean or replace carpets
- Declutter and organize closets
- Fresh, neutral paint on walls, trim, and ceilings
- Clean light fixtures and replace any burnt-out bulbs
- Minimize and deep-clean pet areas

BEST BANG FOR YOUR BUCK

- Fresh paint is the biggest return for the money
- Can't paint it all? Paint the trim for a quick lift
- Update dated exterior light fixtures
- Swap the brightest bulbs into every fixture
- Pre-list cleaning, top to bottom

KEEPING YOUR HOME SAFE

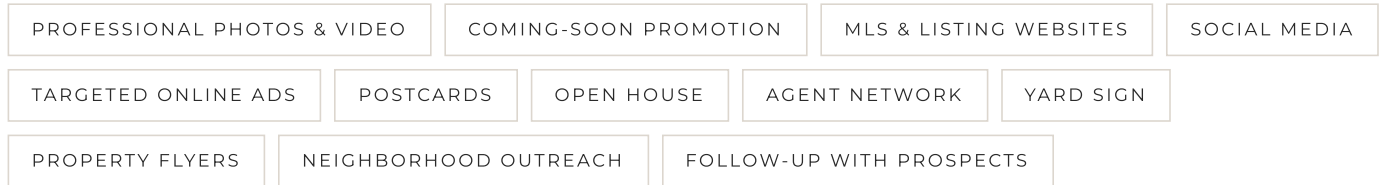
Put away valuables, mail, and anything with personal information. Lock up prescription medications. Keep doors and windows locked, and never let someone in without an appointment, even if they saw the sign. Ask them to call me instead; all showings go through a secure, agent-only lockbox.

THINKING ABOUT STAGING?

Staged homes photograph better and help buyers picture themselves living there. My sellers get 10% off their first 30 days with JJ Staging & Design Co. using code CHEVY. See sellwithchevy.com/staging.html for details. (I have a personal and financial interest in JJ Staging & Design Co.)

strategic MARKETING

We'll build a plan as unique as your home. Here's what goes into it.



ONLINE EXPOSURE

Most buyers start online. Your home is on the MLS and syndicated to the major real estate sites and hundreds more.

SIGNAGE

A yard sign goes up, plus directional and open house signs placed at the right times for the most traffic.

SHOWINGS

A showing service alerts you to every appointment. If an agent doesn't leave feedback, I follow up within 24 hours.

AGENT NETWORKING

Most buyers have an agent. I make sure the agents working with buyers in your price range know about your home.

EMAIL

A new-listing announcement goes to buyers searching in your area and to my network of local agents.

OPEN HOUSES

We'll pick the right day to launch and the right weekend for an open house, and invite the neighbors first.

SOCIAL MEDIA

Your listing gets featured on Instagram and Facebook, where your future buyer (and their friends) are scrolling.

PROPERTY FLYERS

Printed flyers in the home help buyers remember your home's best features after a full day of tours.

WEEKLY UPDATES

You'll get a regular update with showings, feedback, online activity, and what's happening in the market around you.

tips for HOME SHOWINGS

BE FLEXIBLE

Say yes to as many showing times as you can. A missed showing can be a missed buyer.

**DAILY
CLEANING**

Wipe down kitchen and bathroom counters before you leave each day.

**FURRY
FRIENDS**

Clean up after pets right away, wash their bedding often, and tuck away food bowls and litter.

TRASH

Empty trash cans nightly so the house is fresh every morning.

**PERSONAL
ITEMS**

Keep valuables and prescriptions out of sight and somewhere safe.

**KEEP
EVERYONE
INFORMED**

Make sure everyone in the house knows when showings are scheduled so spaces stay tidy.

ODORS

Skip strong-smelling meals while you're on the market. Keep cooking simple.

**NATURAL
LIGHT**

Open blinds and curtains and leave the lights on before you head out.

TEMPERATURE

Keep the house comfortable. It also shows buyers the HVAC works well.

STEP OUT

Buyers relax and linger when the owners aren't home, so plan to leave during showings.

reading an OFFER

The highest price isn't always the best offer. Here's what we weigh together.

OFFER PRICE

Price matters, but a high offer that costs you more in concessions or repairs may net you less.

OPTION PERIOD & CONTINGENCIES

Fewer contingencies and a shorter option period mean more certainty for you.

CLOSING TIMELINE

Need to close fast, or need extra time for your next home? The right date can matter as much as the price.

FINANCING & PRE-APPROVAL

Cash removes lender risk. A strong pre-approval shows the buyer can get their loan. Conventional loans tend to be smoother than FHA or VA, which can come with extra repair requirements.

CLOSING COSTS

Some buyers offer more but ask you to cover part of their closing costs. We'll compare offers by what you actually walk away with.

REPAIR REQUESTS

A buyer willing to take the home as-is can be worth a lot if you don't have the time or budget for repairs.

YOU RESPOND

Accept the offer, decline it, or send a counteroffer with different terms.

THE BUYER RESPONDS

They can accept, decline, or counter back. We go back and forth until we agree or someone walks away.

YOU'RE UNDER CONTRACT

Everyone signs, the buyer delivers earnest money and option fee to title, and the option period begins.

THE APPRAISAL

If the buyer is getting a loan, their lender orders an appraisal to confirm the home is worth the loan amount. Before the appraiser visits, I send over the comps and upgrades that support your price.

AT OR ABOVE THE PRICE

You're in the clear, and we move toward closing.

BELOW THE PRICE

We can renegotiate the price, ask the buyer to cover some or all of the gap, consider another offer, or cancel and relist. It depends on the contract and the market, and I'll walk you through it.

need to know

TEXAS SELLER BASICS

SELLER'S DISCLOSURE NOTICE

Most Texas sellers fill out a Seller's Disclosure Notice about the home's condition and history. I'll help you complete it before we list so buyers have it up front.

OWNER'S TITLE POLICY

In our area, the seller customarily pays for the buyer's owner's title policy. It's part of your closing costs and we'll include it in your net sheet.

HOA DOCUMENTS

If you're in an HOA, the buyer receives a resale certificate and the subdivision documents. These take time to order, so we request them early.

SURVEY & T-47

If you have an existing survey, find it. With a signed T-47 affidavit saying nothing has changed, the buyer may be able to use it and skip a new one.

PROPERTY TAXES

Texas property taxes are paid in arrears, so your share for the year is prorated and credited to the buyer at closing.

OPTION PERIOD

The buyer pays an option fee for a set number of days to inspect and back out for any reason. Keep the home accessible during this window.

a guide to CLOSING THE SALE

The title company handles the closing. They review the contract, prepare documents, pay off your mortgage and anything else owed, record the deed, and send you your proceeds.

SELLERS COMMONLY PAY

- Remaining mortgage balance
- Any liens or judgments on the property
- Prorated property taxes and any unpaid HOA dues
- Real estate commissions, as agreed
- The buyer's owner's title policy
- Any credits or repairs agreed to in the contract

BRING TO CLOSING

- A government-issued photo ID
- House keys and garage door openers
- Mailbox, gate, and pool keys

SAVE FOR TAXES

- All closing documents
- Home improvement receipts

FINAL MOVE-OUT CHECKLIST

- Move everything out; check every drawer, cabinet, and closet
- Clean the home, appliances, and garage inside and out
- Leave keys, remotes, and manuals in a kitchen drawer
- Transfer utilities and set a change of address
- Cancel your homeowner's insurance after the sale funds
- Lock windows and doors and turn off lights and fans

WIRE FRAUD WARNING

Never send or receive money based on an email alone. Always call the title company at a number you know is real to confirm any wiring instructions.

MY TRUSTED BENCH

recommended
RESOURCES

GENERAL CONTRACTOR

CLR Contractors
214-897-0460

PAINTING

Brothers Custom Painting ·
Isiah
817-565-2746

ROOFING

Frontier Roofing Solutions ·
Colton Gaston
817-713-6687

HEATING & AIR

Jeffrey Goff
817-939-8116

WINDOWS & GLASS

An Lee
817-657-9065

PLUMBING

Bearcat Plumbing
817-300-3228

HANDYMAN

Jay Cole
325-829-6368

LANDSCAPING

Vogel Landscape Services ·
Barrett Vogel
817-944-0040

thank you
LET'S GET
YOU SOLD

Thank you for considering me for your home sale.
From listed to sold, I'm honored to be with you every
step of the way. Reach out anytime.

PROUD MEMBER OF THE BAILEY MABERRY GROUP

DEBORAH BAILEY KANDY MABERRY

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This guide is general information for sellers in Texas, not legal, tax, or financial advice. Your contract, title company, and tax advisor govern the specifics of your sale.