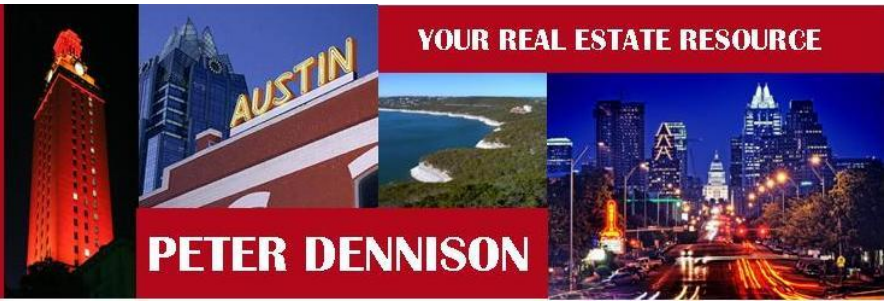


**A GUIDE  
TO SELLING  
YOUR HOME**



**YOUR REAL ESTATE RESOURCE**

**PETER DENNISON**



**Your**

**Home**

**Sold**

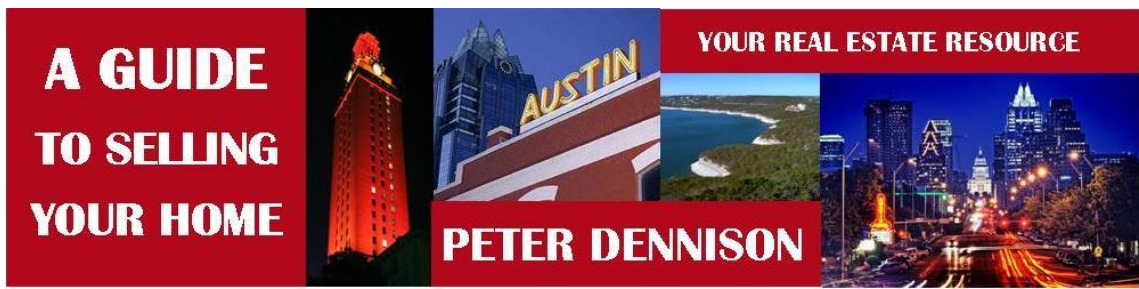
**Plan**



compliments of:

**Peter Dennison  
Keller Williams Realty  
1801 S. Mopac Expwy Ste. 100  
Austin, TX 78749  
512-794-6678  
Dennison@kw.com**





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- Get the eEdge
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- Marketing
- Preparing Your Home for Sale
- From Offer to Close
- Let's Get Started



Peter Dennison



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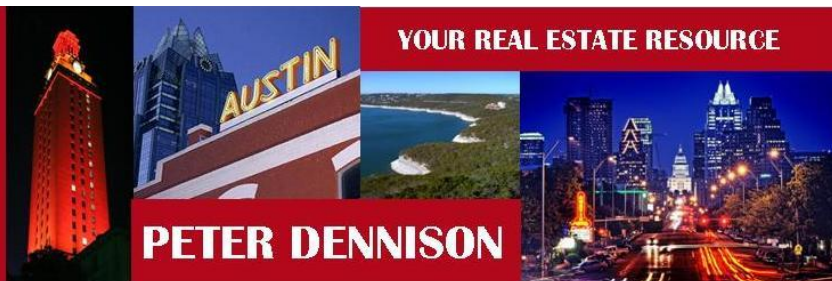
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**A GUIDE  
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YOUR HOME**



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**PETER DENNISON**

## *About Peter*



Peter Dennison is a native Austinite, graduate of Stephen F. Austin High and graduate of The University of Texas with a bachelors degree in economics. After receiving his degree, Peter spent 2 years living in American Samoa where he worked for a local bank as an internal auditor and spent his free time sailing Hobie cats, snorkeling and scuba diving.

Upon returning to Austin, Peter became a licensed Realtor and joined Keller Williams Realty in February 1993. After spending a year as an agent, he was asked to become the Assistant Team Leader and served in that role for 5 years helping hundreds of agents build their businesses.

In 1999, Peter decided it was time to put all he had learned in leadership into practice and went back into production as an agent. Since then he has helped hundreds of great clients with their real estate needs.

Peter primarily focuses on working by referral. He believes in establishing long term relationships with his clients as your trusted advisor for all your real estate needs. He considers himself your resource not only before and during the sale but long after, whenever you have a question or need. As such, he hopes that your satisfaction with his service will lead you to recommending him to your friends and family whenever they might need his help. The more he receives your referrals the less time he has to spend marketing himself and the more time he can spend addressing your real estate needs and improving his business practices.

**kw.**

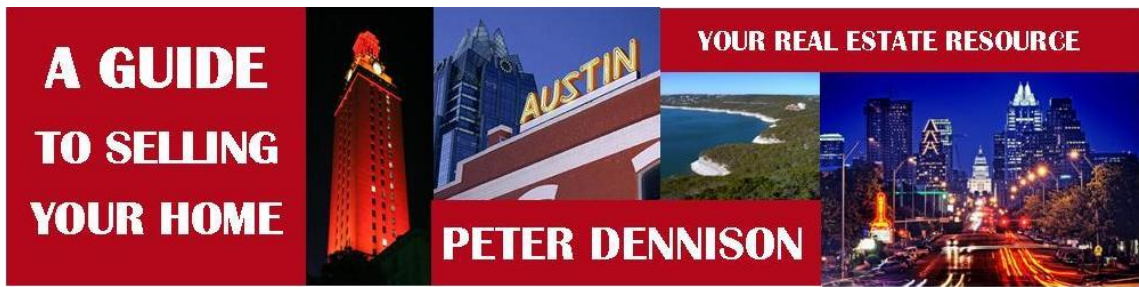
Peter Dennison

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www.PeterDennison.com





## What My Clients Say...

“Peter is a fantastic agent. He is extremely thorough and meticulous – paying attention to all the details throughout the entire process. He also has an innate ability to calm and reassure his clients during times of high stress.”

**Amber & Roy Nunez**

“From start to finish, competent, knowledgeable and professional describe all aspects of our interactions with Peter during the sale of our house.”

**Tom Haycraft**

“It was an excellent experience and I would both use Peter again as well as recommend him to others. Peter worked well with my detail oriented style. Most importantly I needed a home sales expert, not a home lister.”

**Dan Everest**

“Excellent. He’s very respectful of customer want/needs. Peter is genuinely concerned for our long term satisfaction. A pleasant experience from start to finish.”

**Will Meurer**

“Everything was great! Peter made me feel like we were his only clients. I don’t think things could have been much better.”

**Joel & Gayla Mullins**

“Excellent, engaged, reliable & intelligent. Peter was exceptional, he knew what needed to be done and got it done.”

**Bob Sitko**



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## *What You Get*

### **Communication**

Your needs always come first. I provide the service we agree to, in the ways that work for you. Whether once a week, once a day, 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, the offers on the table and the 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.

### **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.

### **Satisfaction**

I'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.



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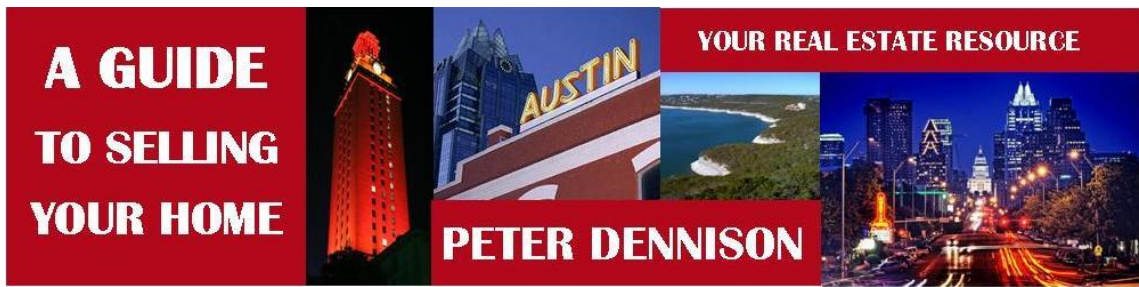
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## *Why Keller Williams Realty*

### **Technology**

Leading-edge tech tools and training give me the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through KW's exclusive Keller Williams Listing System (KWLS), your property is fed to more than 350 online search engines and available on KW's Web network of more than 76,000 sites.

Best of all, because of Keller Williams Realty's "My Listings, My Leads" philosophy, every single Internet inquiry on your property will come directly to me so that I can follow up quickly on potential buyers for your property.

### **Teamwork**

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests, I'm confident that every Keller Williams professional shares the common goal of serving you, my client, in the best way possible.

### **Knowledge**

Keller Williams Realty helps me stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares me to provide you with unparalleled service.

### **Reliability**

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first. It reinforces my belief that my success is ultimately determined by the legacy I leave with each client I serve.

### **Track Record**

I'm proud to work for a company born in Austin and that has become the fastest - growing real estate company in North America and the second-largest real estate company in the United States. We dominate the Austin and Central Texas market with more than double our nearest competitors production. It's proof that when you offer a superior level of service, the word spreads fast.



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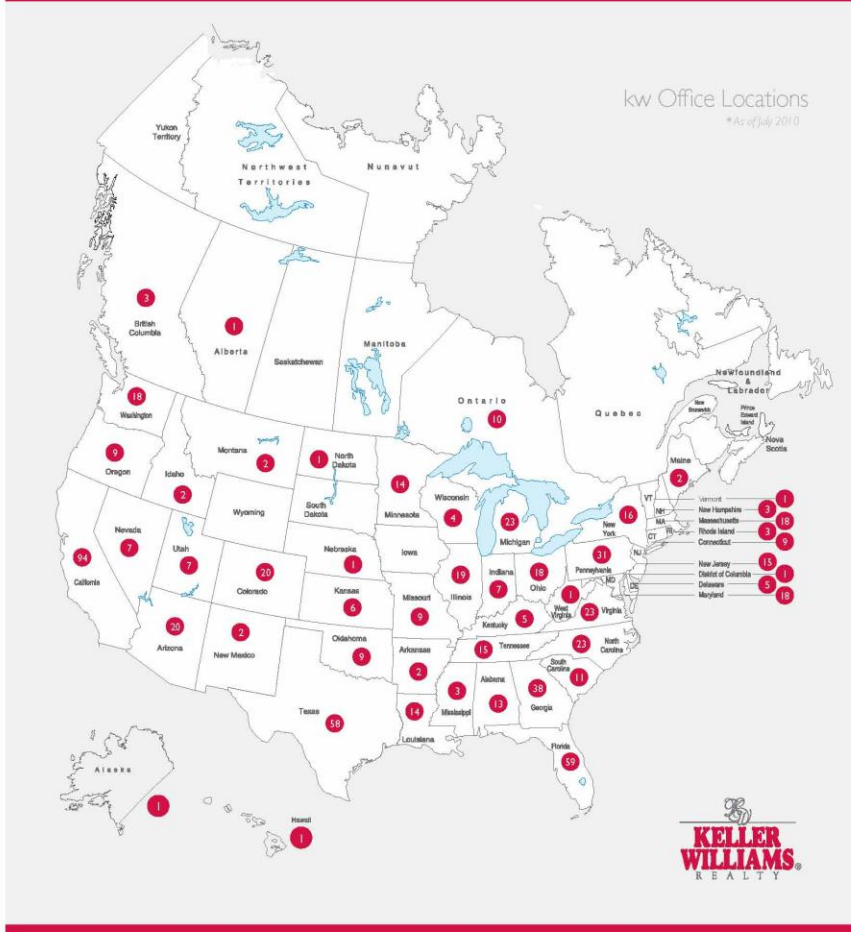
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**PETER DENNISON**

## Keller Williams Realty

is the 3rd Largest Real Estate Company in the United States.



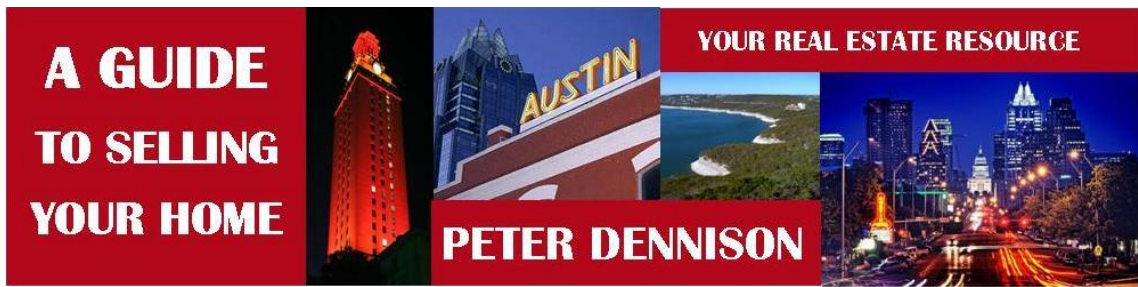
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*Get the eEdge*



eEdge is the real estate industry's first and only complete lead-to-close agent business solution -- including full lead management system, contact management system, customizable marketing library and a paperless transaction workflow.

eEdge is a complete lead-to-close software system that serves as a backbone to any agent's business! And because we realize that our agents use a variety of other tools for lead generation (i.e. pay-per-click advertising) and listing marketing services (i.e. virtual tours) we built in the capability for additional vendors to seamlessly integrate into our platform and meet our agents needs as they evolve.

eEdge allows Peter to work more efficiently & effectively to better serve his clients needs from communication to marketing to e-signatures, Peter can adjust his systems to each clients preferences.



Peter Dennison

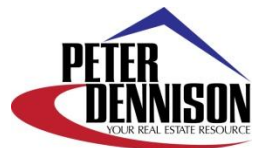


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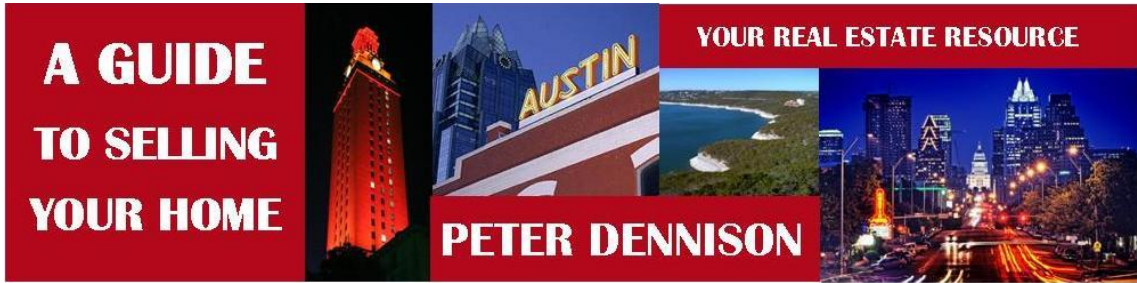
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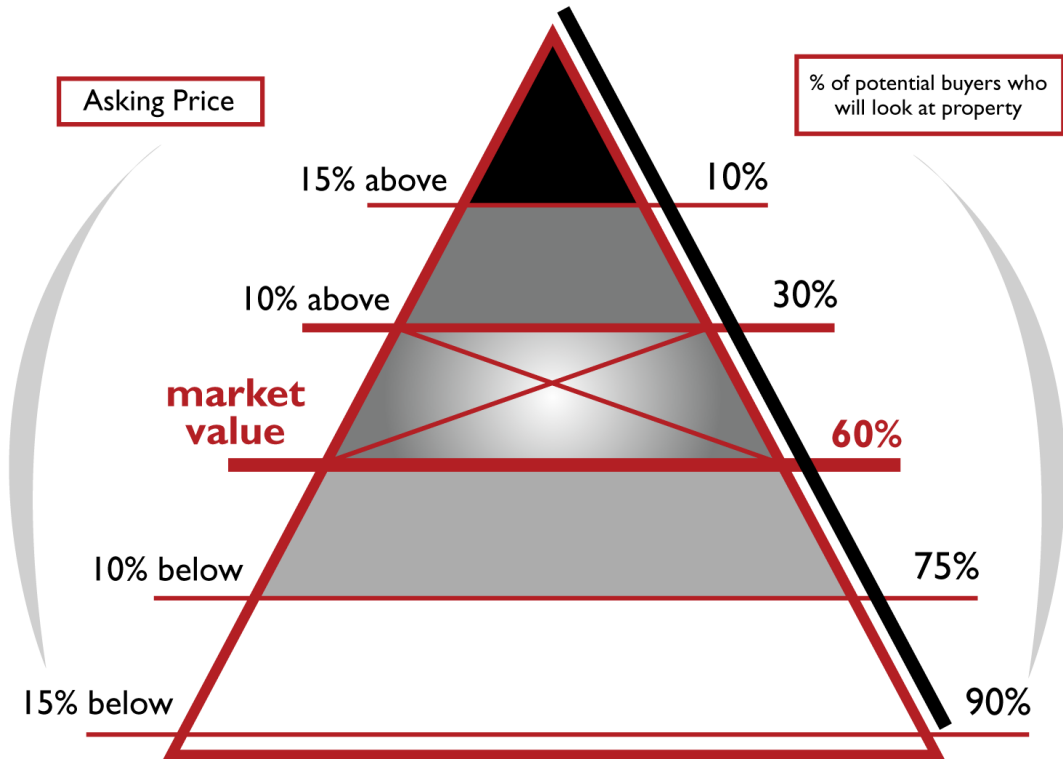




*Price Right—Attract Buyers*

**Pricing your property competitively** will generate the most activity from agents and buyers.

**Pricing your property too high** may make it necessary to drop the price below market value to compete with new, well-priced listings.



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## *Pricing Misconceptions*

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



## *Buyers and Sellers Determine Value*

The value of your property 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 on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.



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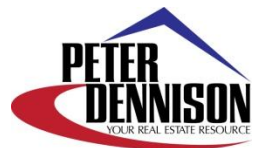


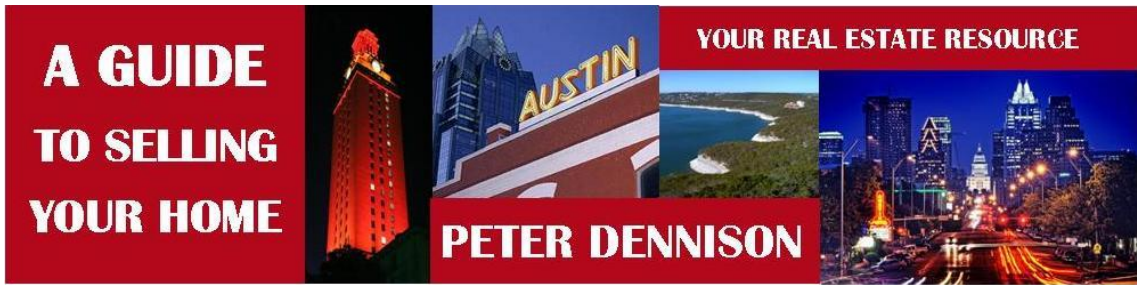
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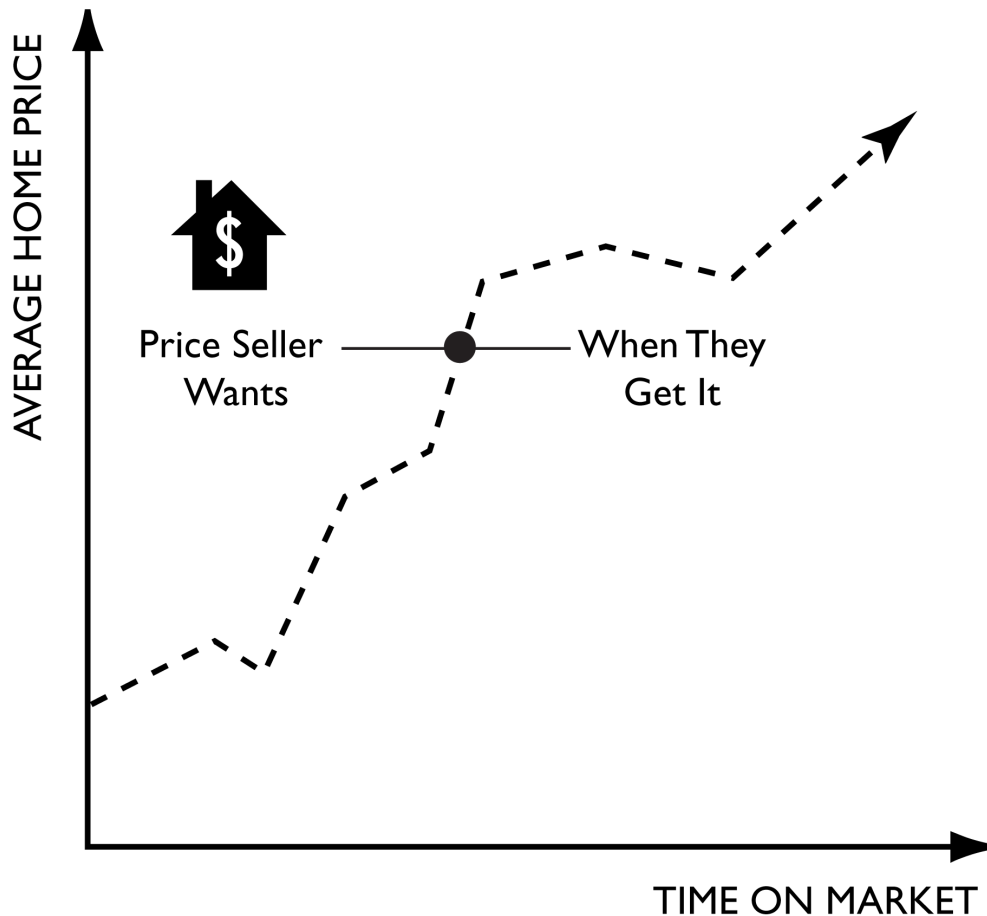
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## *Price Ahead of the Market – Seller’s Market*

In a market with rising home values, if a seller wants a price that’s ahead of the market, the market may go up enough to make that price attractive for buyers. Time can cure some mistakes and make people look smart.



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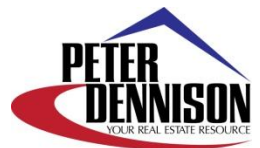


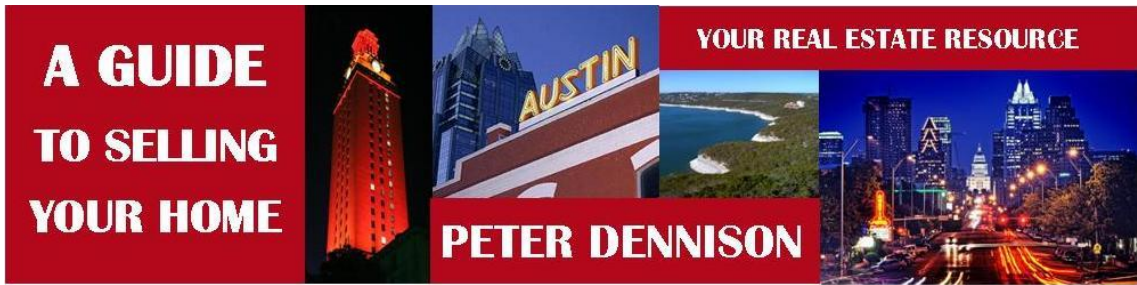
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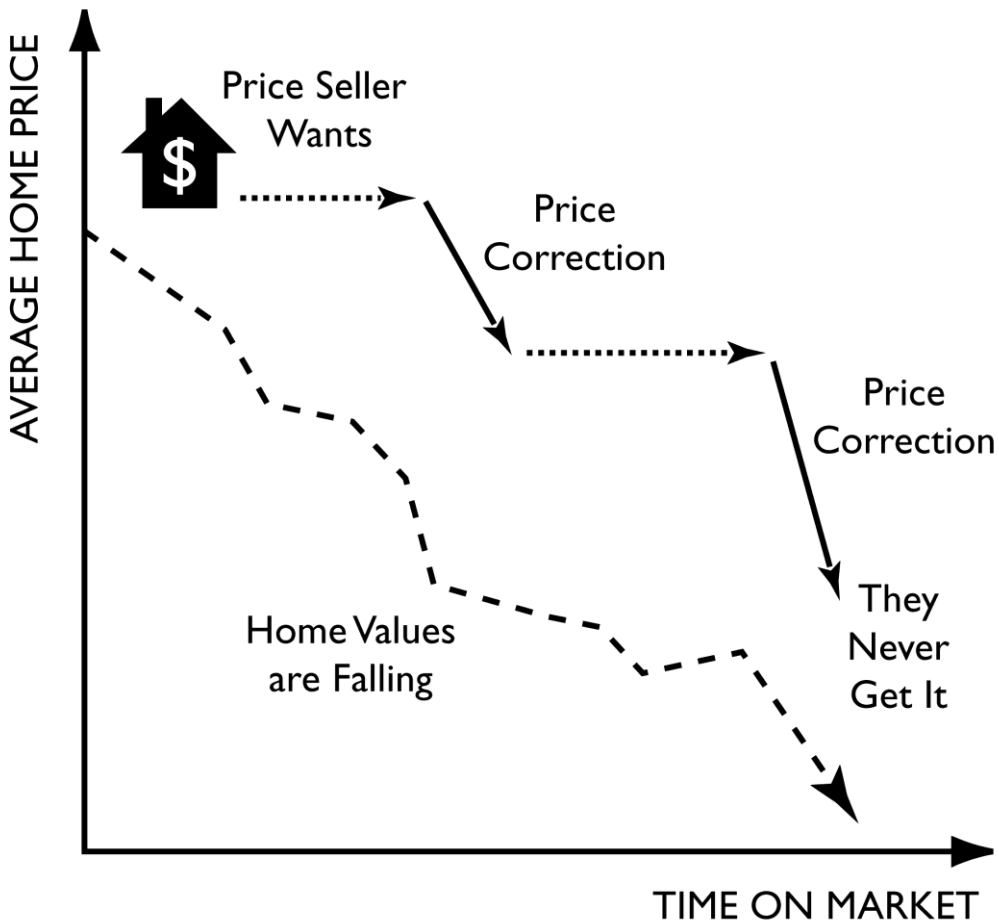
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*Price Ahead of the Market – Buyer’s Market*

If sellers fall behind a market with falling home values, they can end up chasing the market down, because home values are always falling faster than their price reductions.

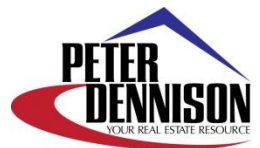


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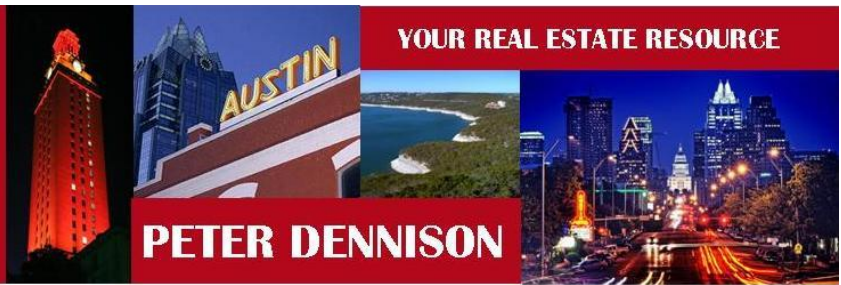
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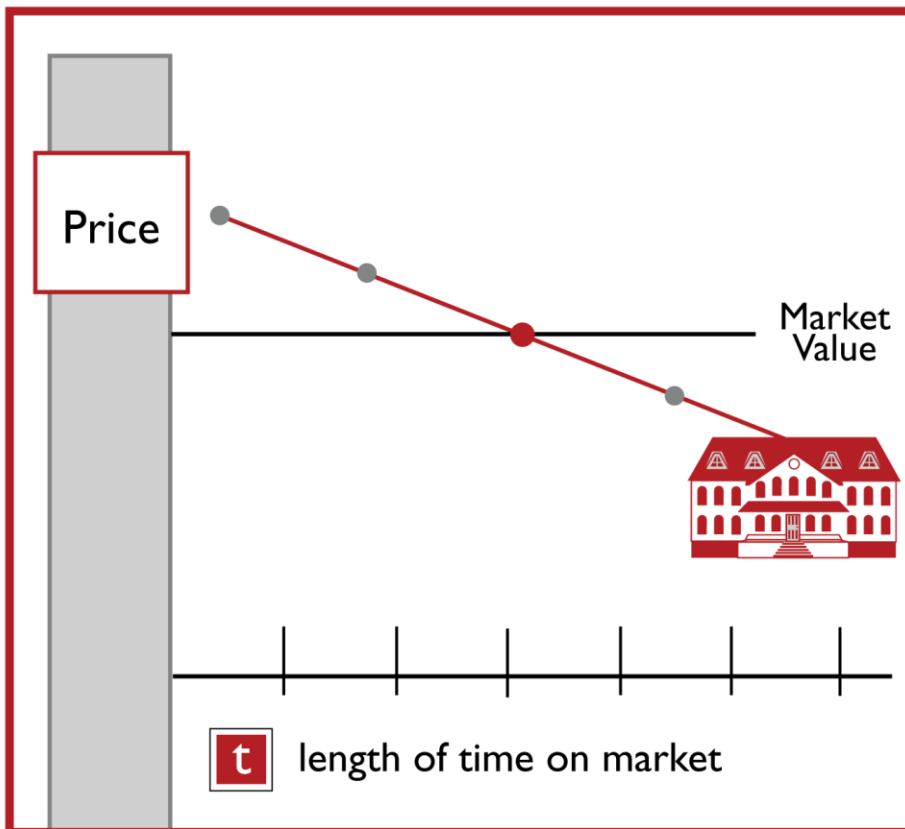
YOUR REAL ESTATE RESOURCE

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## *Price Right—Time on Market Works Against You*

**If you want to compete, be competitive.**

- The buying market has a short attention span.
- Pricing your home right the first time is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.



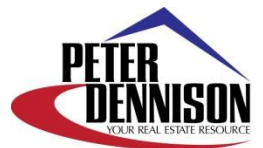
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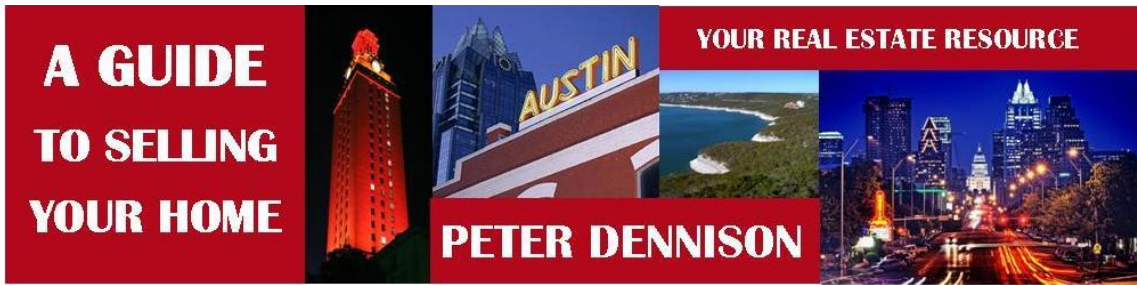
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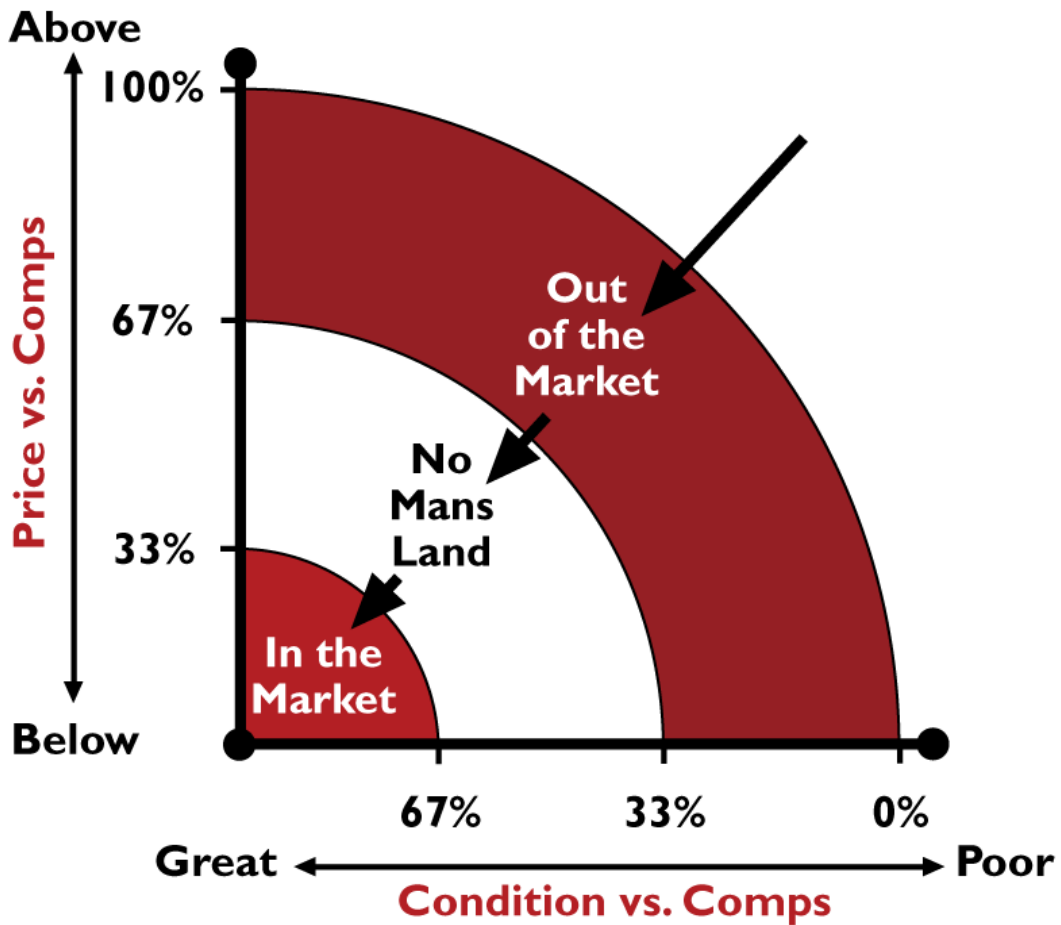
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*What Sells—Right Price, Great Condition*

To get your home sold for the most money in the least amount of time, we have to price it “in the market.”

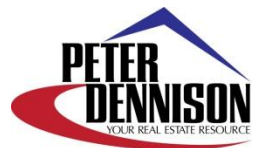


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# A GUIDE TO SELLING YOUR HOME



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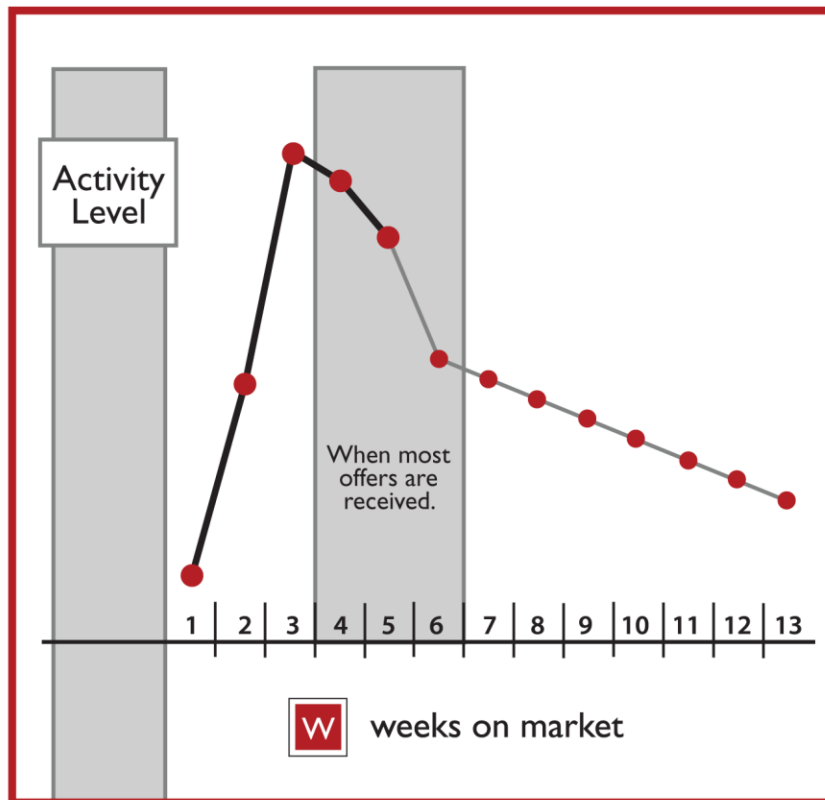
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## Price Competitively—The First 30 Days are Critical

### The right price is important.

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.

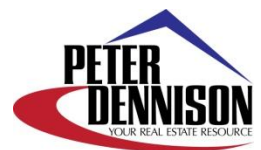


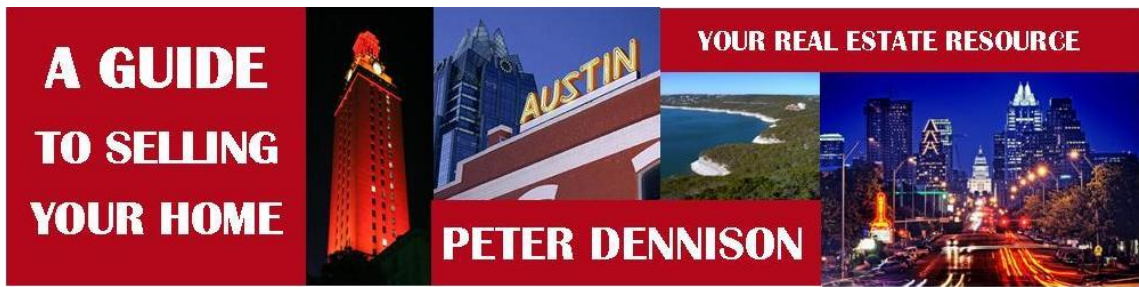
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## *Pricing Your Property*

**This is about strategy.**

I will base your recommended price on:

- ***A detailed, custom market analysis***
- ***The unique characteristics of your home and its setting***
- ***My expertise in the real estate market***

My primary goal is to ***net you the most money possible.***

I believe this pricing plan, matched with your preparation of your house and my marketing plan, will draw agents and buyers to your home and position it as a ***highly appealing, highly competitive property.***



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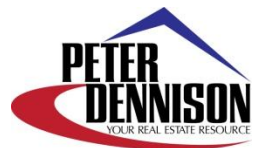


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## *Marketing Plan*

I've developed my marketing plan to capture the maximum exposure for your home in the shortest period of time. My main focus is activities that target the 2 dominant sources for ready willing and able buyers, buyers agents, and the internet.

### **We will:**

1. Price your home strategically to meet your goals and so you're competitive with the current market and correct price trends.
2. Provide you with the services of a professional stager who will create a detailed and specific plan to stage your home.
3. Have the house professionally photographed and create a virtual tour to maximize its online visual appeal.
4. Multiple Listing Service (MLS): I will maximize the capabilities of the MLS with photos, property description & details, and include attachments such as the seller's disclosure & survey. My goal is to sell your home while the agent and buyers are looking at it on their computer screen.
5. Place "for sale" signage for drive by prospects and install a lockbox to ensure safe controlled access for agents and their buyers.
6. Optimize your home's internet presence by posting information in the Keller Williams Listing System (KWLS), as well as in local and global MLS systems, including plenty of photographs and a description of your property.
7. Create an address specific website including photos, description of the homes benefits, relevant documents such as seller's disclosure & survey, and links to schools & neighborhood attractions. Included will be a sign rider to allow drive by prospects to text to see an online version on their smart phone and allow me to capture their contact info for follow up.
8. [www.PeterDennison.com](http://www.PeterDennison.com) and monthly e-newsletter to over 250 current & past clients
9. Craigslist – regular postings to attract buyers
10. Facebook - Post details for agent & client "friends" to see & share
11. Create a home book and fliers to place inside your property.
12. Target my marketing to active real estate agents who specialize in selling homes in your neighborhood.
13. Target active buyers and investors in my database who are looking for homes in your price range and area.
14. Schedule open houses at your discretion to promote your property to prospective buyers and market those open houses.
15. Provide you with regular updates detailing my marketing efforts, including comments from the prospective buyers and agents who have visited your home.



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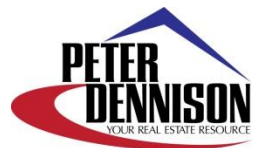


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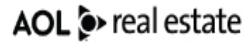
# A GUIDE TO SELLING YOUR HOME



YOUR REAL ESTATE RESOURCE

## Extended Marketing Reach

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.



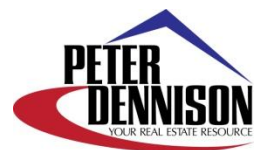
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# A GUIDE TO SELLING YOUR HOME



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PETER DENNISON

## Website

### The Dennison Team

Your Austin Real Estate Resource

- Home
- Property Search
- Featured Properties
- Your Home's Value
- Seller Resources
- Buyer Resources
- Your First Home
- Service Providers
- Relocation
- About Us
- School Links
- Contact Us
- Neighborhood & Area Searches

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 Fax: (512) 440-1022  
[Email](#)

[Office: Austin, Texas](#)  
 1001 S Mo-Pac Expressway  
 Ste. 100  
 Austin, TX 78704

### Austin Texas Real Estate

START YOUR SEARCH HERE

**CLICK ON THE MAP TO START SEARCHING NOW!**

[Contact us about buying a home](#)  
[Contact us about selling a property](#)

Austin Texas Native - Peter Dennison

Peter Dennison and Keller Williams Realty take a different approach to real estate, one that is built on personal touches, win-win deals and positive results. My goal is not just to help you buy or sell a home but to become your trusted real estate advisor before, during and after the sale. In return, I hope to earn the right to receive referrals and repeat business from you. That way I can spend more time saving better care of your needs rather than spending a lot of time marketing myself to find new business.

I utilize the latest technologies, market research and business strategies to exceed your expectations. More importantly, I listen and that means I find solutions that are tailored to you.

A home is not a home because of its room dimensions or the color of the walls. It is about how you feel when you walk through the front door. And the way you can instantly envision your life unfolding there.

*This is about more than real estate. It is about your life and your dreams.*

How Peter can help:

Thanks for starting your real estate search with me. This website is full of information for you whether you are looking to buy or sell.

After you have had the chance to review this information, [contact me](#) so I can tell you more about how I can help.

*I appreciate the opportunity to earn your business and referrals*

#### Featured Property

10100 Fwy 907  
 Suite 701  
 \$1,100,000  
 3 beds, 1 bath

#### Current Interest Rates

Term	Rate
30 Year Fixed	4.52%
15 Year Fixed	3.66%
5/1 Adjustable	3.66%

#### Buyers Resources

[This Month's Real Estate](#)  
[How to Buy a Home](#)  
[Keller Williams Realty](#)  
[Keller Williams Realty](#)  
[Keller Williams Realty](#)  
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# A GUIDE TO SELLING YOUR HOME

# PETER DENNISON

## YOUR REAL ESTATE RESOURCE



## Property Website

**Features & Details**

- Four acres
- Custom Feature
- View
- Public Schools
- Carrollton Hill Elementary
- Carrollton Middle
- High High
- City Links
- Austin American Stationer
- Barton Creek Square Mall
- Barton Museum of Art
- Bob Bullock TX History Museum
- Chamber of Commerce
- City of Austin
- Levi Strauss Johnson Weather Center
- The University of Texas Sports
- Zilber Gardens
- Crump East Los
- Dining: Tribuna Liana
- Winery: Duckhorn Winery
- Winery: Offroad Vineyards
- Shopping: Concess
- Camp Bel McCulloch
- Wrestling Training Base
- Austin Hill Ranch

### 10100 FM 967

**\$1,100,000**

City: Burn, TX  
Zip Code: 78610  
Approx. sq. Feet: 417  
Lot Size: 10.4  
Year Built: 2007

Storages: 1  
Bathrooms: 5  
Living: 3  
Dining: 2  
Garage: 3 Car Attached  
School District: NYSISD  
Special Features: Custom home  
MLS # Number: 20061517

Stunning Hill Country retreat just minutes from town. Main house & guest house surrounding pool and outdoor living areas. Main house is a 3 1/2 & guest house is a 2 1/2 w/ it's own kitchen & living space. There is also a detached 3 car garage w/ lots of storage, a studio art and bath. Both houses have large outdoor living spaces. Outstanding custom quality throughout w/ the best of appliances and finishes. Don't miss the putting green. An additional address 10 is available.

Email the Listing Schedule Showing Contact Peter Get your Feedback Visit Peter's Website Show Map (Google) Show Listing Details



All material contained herein was obtained from sources deemed to be reliable, however, it is not guaranteed, and neither the agent nor Platinum Sales Systems, LP assume responsibility for its accuracy. In accordance with the law, this property is offered for sale without regard to race, creed or national origin.

**Features & Details**

- Features list
- Energy Audit
- Floor Plans
- Neighborhood Information
- Old View Park
- Arcones Shopping
- Lobby
- Concess Shopping
- The Domain
- Greenbelt (Barton's house)
- Class Elementary
- Murchison Middle
- Anderson High
- City Links
- Zilber Gardens
- The University of Texas Sports
- Levi Strauss Johnson Weather Center
- Chamber of Commerce
- City of Austin
- Bob Bullock TX History Museum
- Barton Museum of Art
- Barton Creek Square Mall
- Austin American Stationer
- City of Austin Chamber of Commerce & Concessions
- Wrestling Training Base

### 6000 Colina Lane

**339,900**

City: Austin, TX  
Zip Code: 78758  
Approx. sq. Feet: 2456  
Lot Size: 216  
Year Built: 1988

Storages: 2  
Bathrooms: 4  
Living: 2  
Dining: 2  
Garage: 2  
School District: AISD  
MLS # Number: 5229711

Beautiful home in a spectacular setting! This home has had extensive upgrading/remodeling in the last couple of years from hand-scraped historic wood floors to appliances and granite counters to fresh paint in & out, to roof and even the fencing. It is ideally situated where Sierra Nevada dead ends into the greenbelt along the side and back of the house. You'll love the shady backyard paradise. Enjoy the split level deck or hang your hammock between the oaks. Check out the attached list of improvements.

Email the Listing Schedule Showing Contact Peter Get your Feedback Visit Peter's Website Show Map (Google) Show Listing Details



All material contained herein was obtained from sources deemed to be reliable, however, it is not guaranteed, and neither the agent nor Platinum Sales Systems, LP assume responsibility for its accuracy. In accordance with the law, this property is offered for sale without regard to race, creed or national origin.

**Features & Details**

- Swim
- View
- Public Schools
- Austin American Stationer
- Barton Creek Square Mall
- Barton Museum of Art
- Bob Bullock TX History Museum
- Chamber of Commerce
- City of Austin
- Levi Strauss Johnson Weather Center
- The University of Texas Sports
- Zilber Gardens

### 6313 Big Cat Cv

Beautifully Updated Lakewood Home

**\$300,000**

City: Austin, TX  
Zip Code: 78730  
Approx. sq. Feet: 2074  
Lot Size: 132  
Year Built: 1980

Storages: 2  
Bathrooms: 3  
Living: 2  
Dining: 2  
Garage: 2  
School District: Austin  
MLS # Number: 520888

This charming home, in a cul-de-sac and just off the 300 corridor, has had extensive updating done. The kitchen has granite counters, with tile & granite backsplash, recent plumbing and light fixtures, tile floors, stainless appliances, and an additional pantry. Both bedrooms have been updated. The master bath has a cultured marble garden tub w/ tile surround, updated vanity, lights, low flow/high capacity 1 1/2" toilet & fresh paint. The second bath has a recent vanity & mirror, light & plumbing fixtures, low flow toilet, floor tile & fresh paint. This house lives like a one story with the addition of a lift living area upstairs. The original spiral staircase was removed and replaced with spiral stairs and added storage. Come enjoy this peaceful setting, close to Bull Creek Park and with easy access to everything!

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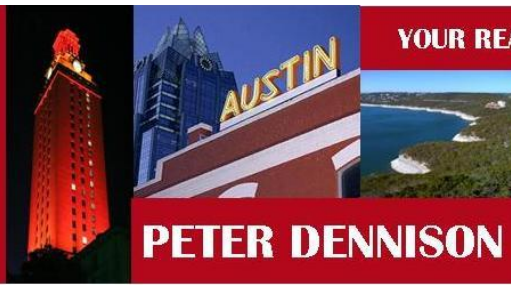
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# A GUIDE TO SELLING YOUR HOME



YOUR REAL ESTATE RESOURCE

PETER DENNISON



## Tour Factory



The more people who see your home,



THE MORE LIKELY YOU'LL SELL YOUR HOME.

70%

of homebuyers begin their home search on the internet.

92%

of homebuyers consider the addition of property photos to an online listing as very important.

40%

more views occur with a Virtual Tour than without.

Genuine TourFactory™ Virtual Tours make it easy for buyers to contact your Real Estate professional directly. The automated email sent to the homebuyers acknowledges that your Real Estate professional has received their message instantly, building consumer confidence with every inquiry.

TourFactory™ Virtual Tours empower your Real Estate professional to control your homes information and distribute it to the most powerful home searching locations on the Internet.

HomeDabut.com Realtor.com DuPontRegistry.com Yahoo.com

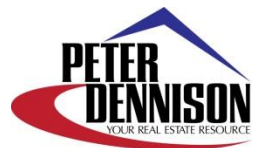


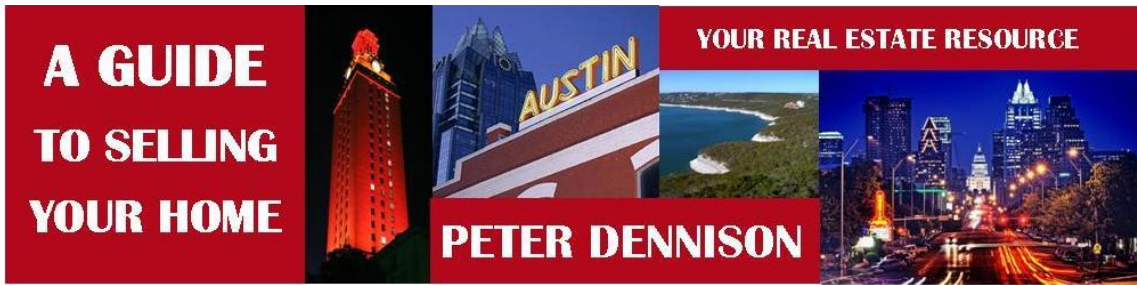
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## Pro Agent Solutions

Whenever an agent shows your home, they will receive an email questionnaire from me the same day requesting feedback from them.

**Multiple Choice Questions | max: 15**

Question 1:  
Did your buyers like the property?  
 Answer A: Very interested  
 Answer B: Yes  
 Answer C: Somewhat  
 Answer D: No

Question 2:  
What did you & your clients think of the price?  
 Answer A: Substantially overpriced  
 Answer B: It's a little high  
 Answer C: Well priced  
 Answer D: A great deal

Question 3:  
Are they considering a second showing?  
 Answer A: Yes  
 Answer B: Possibly  
 Answer C: No  
 Answer D: Other

Question 4:  
Are they considering making an offer?  
 Answer A: Yes  
 Answer B: Possibly  
 Answer C: No  
 Answer D: Other

Question 5:  
Rate the exterior appearance:  
 Answer A: Meticulously maintained  
 Answer B: Looks good  
 Answer C: Seems ok  
 Answer D: Needs some work

Question 6:  
Rate the interior appearance:  
 Answer A: Excellent staging, Shows Great  
 Answer B: Neat & Clean  
 Answer C: Ok  
 Answer D: Needs some work

**Open Ended Questions | max: 5**

Open Ended Question 1:  
Additional Comments:

**Feedback Response**

Did your buyers like the property?  
Other, previewing

What did you & your clients think of the price?  
Well priced

Are they considering a second showing?  
Other, previewing

Are they considering making an offer?  
No

Rate the exterior appearance:  
Looks good

Rate the interior appearance:  
Neat & Clean

Additional Comments:

Comments for Seller

Please let your seller know that I have responded to her request for feedback per your showing request. I would suggest that

[Update Comment](#)

Comments for Listing Agent  
No Comments Available

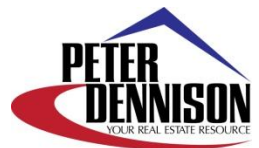


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## *Preparing Your Home for Sale*

Did you know well-placed furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

***It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.***

Here are some inexpensive ways to maximize your home's appeal:

### ***Exterior***

- Keep the grass freshly cut.
- Remove all yard clutter.
- Apply fresh paint to wooden fences.
- Paint the front door.
- Weed and apply fresh mulch to garden beds.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.
- Ensure gutters and downspouts are firmly attached.

### ***Interior***

- Remove excessive wall hangings, furniture and knickknacks (consider a temporary self-storage unit).
- Clean or paint walls and ceilings.
- Shampoo carpets.
- Clean and organize cabinets and closets.
- Repair all plumbing leaks, including faucets and drain traps.
- Clean all light fixtures.

### ***For Showings***

- Turn on all the lights.
- Open drapes in the daytime.
- Keep pets secured outdoors.
- Play quiet background music.
- Light the fireplace (if seasonally appropriate).
- Infuse home with a comforting scent like apple spice or vanilla.
- Vacate the property while it is being shown.



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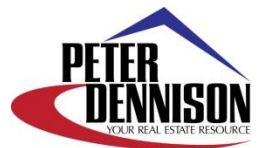


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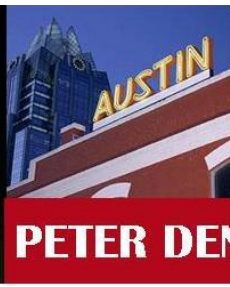


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# A GUIDE TO SELLING YOUR HOME



YOUR REAL ESTATE RESOURCE



**PETER DENNISON**

## *Staging: Before & After*

Here are a couple of examples of the importance of effective staging both inside and out. My stager will provide you with a detailed written report to ensure that each aspect of your house shows in the best light possible.



*Before*



*After*



*Before*



*After*



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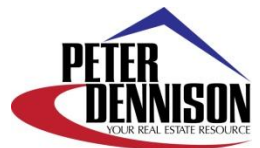


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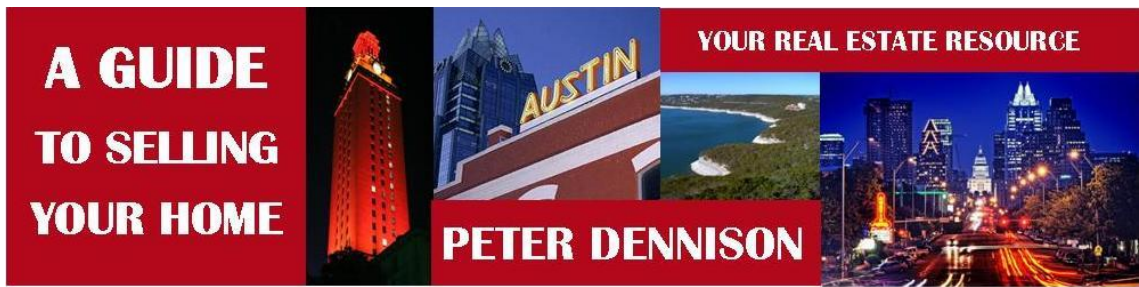
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## *From Offer to Close*

All our hard work has finally paid off and we have received an offer on your home. What happens next?

Here is an outline of the steps we will take to the closing table:

1. Review the offer with the buyer's agent and verify that the buyers are pre-approved for their loan
2. Meet to review the offer and net proceeds worksheet
3. Negotiate all the terms of the offer
4. Receipt contract at the title company and deliver option money to you
5. Buyer's option period begins and they conduct inspections
6. Negotiate any inspection issues with buyer and end the option period
7. Buyer's lender has an appraisal done on the home
8. All parties review title commitment issued by the title company
9. Buyer's lender submits loan package to underwriting for approval
10. Upon loan approval, lender submits closing documents & instructions to the title company to prepare for closing
11. Closer provides all parties with the HUD-1 Settlement Statement for review
12. Closing & Funding!



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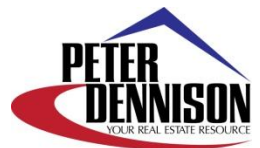


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## *Let's Get Started*

Now that you are ready to list your home with me, let's get started! Selling your home is a joint project and we all have our roles to play. I will provide you with a homework packet that I need you to complete before we meet to finalize the listing. Your "homework" will help me to do the best job I can in getting your home sold quickly, at the best price and with the least amount of hassle for you. A little work up front will save us all a lot of work later.

When we meet to list your home, we will review and sign the listing paperwork, determine our pricing strategy, review the forms I will need from you, and develop a time line for us to prepare to go active on the market.

Here is an outline of the process:

1. Sign listing agreement & provide me with your "homework"
2. Staging appointment
3. Prepare the house based on the stager's recommendations
4. Have house professionally photographed
5. Input data, photographs into the MLS system and go Active
6. Deliver sign and lockbox to the house
7. Implement Marketing Plan



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