

# Drakeford Team



## Home Seller's Guide



*The easiest way to sell homes in central Texas*

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*[www.DrakefordTeam.com](http://www.DrakefordTeam.com)*

# Market Conditions

## Many Factors Affect the Sale of Your Home

Selecting the right real estate company is important when choosing to sell your home. However, there are factors that neither you, nor your agent, can control.

These factors include:

*the economy, interest rates, the sub-prime lending market, lending and appraisal standards.*

In recent years, the Austin real estate market has declined. In January of 2007, there were 7,784 homes for sale in the Austin area. Today there are more than 10,000, which means buyers have more choices and your home has more competition. We will compete in today's market by following a proven process to optimally position your home for sale.

We will work together as a team to successfully sell your home. We will both invest financial resources into the sale of your home, so it is important that we clearly identify and clarify your goals. For some sellers, it is important to get the most money possible from the sale of their home, and for others it may be more important to sell quickly; many of our clients want to achieve a balance of both. Once we determine your specific goals, we will create a custom business plan for the sale of your home.



Together,  
we will create  
a custom business  
plan to sell your home  
using proven systems  
and tested methods.

# Position Your Home

## Proven Strategies Will Demand the Most Attention and the Highest Price

Supply (the number of homes available) and demand (the number of buyers in the market) is the fundamental driver of price in real estate. Austin currently has a relatively large supply of homes on the market, so you must be cautious to price your home competitively with those homes. However, whether you are selling your home in a great market or a down market, there is a price range that you can expect to get for your home.

Wouldn't you rather be at the high end of that price range?

Based on our experience, improving your home's condition will increase your home's value and lead to a quicker sale. The Drakeford Team will guide you through the steps necessary to increase your negotiating power and to make your home stand out from the crowd, including scheduling professional home staging and a pre-inspection.

Buyers make decisions based on their emotions and then justify them logically. To appeal to their emotions, we engage their senses—sight, smell, taste, sound, and touch. We will identify the target market for your home and then accentuate the strengths of your home with the likely buyer in mind.

Even minor repairs and updates can make your home more appealing to buyers. Engage all five senses to make it easy for potential buyers to fall in love with.

*Fran and Julian Drakeford as my listing agents worked diligently in the sale of my home.*

*I was impressed from the start—they were prepared when we first met to set the list price of my home—and they lived up to my first impression.*

*When we received offers, they helped me evaluate and respond.*

*The returned calls quickly, answered all my questions and assisted me throughout the process.*

*We had a signed contract quickly and closed shortly thereafter with absolutely no hassles.*

*I'd recommend the Drakeford's to anyone wishing to have first class service in the sale of their home.*

*Will & Felicia F.  
Home Seller*



# Budget and Agent Financial Commitment

**If you want the Best Value for your home, then you need an agent who will risk their own financial resources to fuel an aggressive marketing budget and business support systems to successfully take you from sale to close of escrow.**

Promises don't sell homes for more money; process does. Our process includes delivery of a complete business organization that incorporates the right people and systems to better serve you. Without the business support structure, it's not possible to effectively execute our plans or to convert buyer leads to showing appointments, and showing appointments into maximum value offers.

To earn the maximum value for your home, you need an agent who will risk their own financial resources, to fuel an aggressive marketing budget as well as business support systems to successfully take you from the listing to close of escrow. We are willing to put our own money at risk, on your behalf, to earn our commission and to get you maximum value. We believe that there should be a partnership between the agent and the seller.

As partners in the sale of your home, our first goal is to get the highest number of qualified buyers through your home. We have a market research-driven marketing plan that shows how homes are sold. We've aligned our budget with the methods that will most effectively maximize the number of qualified buyers for your home.

***We can provide an itemized budget showing what we are going to invest to get your home sold.***

**We are willing to put our own money at risk, on your behalf, to earn our commission and to get you the best price.**

# Pre-Market Activities

## **Market Research**

The only way to accurately price a home for sale is to know the competition. Most agents will simply review properties in the Multiple Listing Service without actually viewing the properties to determine a fair market value for your home. Home features and conditions vary greatly, and it is imperative to physically view all of your potential competition. Our team does this before we meet with you to recommend the ideal list price. We also continually study local trends in our economy that may influence our real estate market, and therefore the salability of your home.

## **Present Listing Packet and Comparative Market Analysis**

We will review the home selling process and promptly address any questions, suggestions, and concerns you may have about listing your property for sale. We will review our comparative market analysis (CMA), which includes not only properties for sale, but also pending, expired, or sold listings that are comparable to your home from the past 6 to 12 months.

## **Determine Highest Market Value**

After reviewing the CMA together, we will determine the highest market value for your home. You may or may not decide to list your home for the highest market value, depending on your sales objectives.

## **Determine Sales Objectives**

We will determine how much profit you wish to make from the sale of your home, and also determine when you want or need to move. We cannot meet your sales objectives if you do not share them with us. We are working as a team to get the highest price possible in a time frame that works best for you.

## **Complete Listing Agreement and Seller's Disclosure**

Once you are comfortable with our listing process and together we have discussed the right price range for your home, we will review and complete the listing agreement. The listing agreement is a standard contract that all members of the Texas Association of Realtors® use when listing homes for sale.

# Preparation Checklist

## Interior

- Have carpets cleaned and re-stretched or replace if worn or dated.
- Clean or have house cleaned top to bottom (base boards to ceiling fans).
- Pack away all small collections.
- Clean out and arrange all closets.
- Complete minor repairs, Fix nail holes and touch up paint where needed.
- Touch up paint on trim where needed.
- Replace all burned out light bulbs. Use a higher wattage in rooms with only one light fixture.
- Polish all door knobs and hardware in all rooms. If fixtures are brass consider replacing them.
- Remove the majority of your personal photos; leave out just a few to represent a loving home.
- Remove stuffed trophy heads and animal collections of any kind.
- Limit toys to one toy box or storage area.
- Put away boxes. The only thing that should be on the floor is furniture.
- Keep out of site all jewelry, prescriptions drugs and firearms.

## Bath

- Remove all personal items from bathroom countertops.

## Kitchen

- Remove most of your appliances from countertops.
- Keep all food items off the counters.
- Remove magnets and papers from the front and anything on top of refrigerator.
- Replace old stove drip pans. For older stoves add new burner covers.

## Garage

- Clean out the garage. Remove anything you do not need.
- It is important to show that at least one car will fit.

## Exterior

- Remove all window screens.
- Put screens in the garage where the buyer can see them.
- Wash windows inside and outside.
- Place flower in pots near the front door.
- Add fresh mulch to all beds and pull weeds.
- Plant bright flowers.
- Power wash patios and walkways.

**PETS:** They should go with you for all showings. If it isn't possible and you are gone during the day, consider a crate, kennel or dog run while the house is on the market. Over 50% of buyers are allergic, dislike, or are afraid of pets. This is the #1 reason buyers won't buy or even enter a home with a pet.

**SMOKERS:** Over 75% of buyers will not buy a home that they think has been smoked in. Freshly painting the entire interior and new carpeting are your best chance for top dollar! Plus, do not smoke in the home while on the market, and remove any ashtrays or other signs of smoke. A home that has been smoked in is the #2 leading reason why buyers don't buy.

# Marketing Strategies

## Carefully Crafted Marketing Attracts Qualified Buyers

A key element in selling your home quickly and for top dollar is having a carefully crafted marketing strategy for your property. The culmination of tested marketing tactics that we provide for our listings attract more buyers, create more demand, and ultimately claim a higher selling price for your home.

Since 87% of home buyers begin their search on the Internet, your home's Internet marketing is critical! That is why a large portion of our marketing budget is allocated to online advertising.

*Your home will be posted to at least 20 of the leading internet sites used for home searches.*

**We believe in  
marketing your  
home where  
buyers are  
looking.**

To have an effective total marketing strategy, we must utilize an integrated communications strategy to attract the most buyers to your home. Our property-specific and corporate marketing campaigns include these and other strategies:

- **Professional property photos**
- **Virtual tours**
- **Video marketing**
- **Audio marketing**
- **Signage**
- **Property flyers**
- **IVR system**
- **Multiple Listing Service**
- **Print advertizing**
- **Direct mail**
- **Co—op mailing**
- **Online buyer campaigns**
- **E—flyers**
- **Web site SEO & SEM**
- **Blogs**
- **Dominant—agent farm marketing**
- **Property tours**
- **Agent—to—agent marketing**
- **Out—of—town agent marketing**
- **Relocation strategies**
- **International marketing**
- **Event marketing**
- **Public workshops**
- **Outdoor media**
- **Television**
- **Radio**
- **Community marketing**
- **Public relations**
- **Lifetime client market database**
- **SOI targeting**
- **Prospect targeting**
- **Referral targeting**
- **Localized strategic alliances**
- **Lead generation campaigns**



# Marketing Your Home

*Our goal is to help you sell your home quickly and for top dollar by utilizing smart marketing and exposing your home to the most qualified buyers.*

## Home Pre-Inspection

No home seller should be left in a weak negotiating position by heading into a transaction blindfolded. Yet 97% of agents do not recommend that their sellers get their home pre-inspected. More than one-fourth of all transactions fall through, and a significant portion of these failed deals could have been avoided with a pre-inspection to identify the potential deal-killers and address them up front. All of our listings are pre-inspected before moving forward with additional marketing of the home.



## Home Staging

Statistics show that 95% of homes staged by an Accredited Staging Professional sell on average in 1 month or less, and for 7% more money. In fact, ASP-staged homes spend 80% less time on the market on average than non-staged homes. All of our listings are professionally staged before moving forward with additional marketing of the home.

## Pre-Marketing of Property

Our pre-marketing plan creates a buzz around your property prior to listing it in the MLS. Inquiries from drive-by traffic and our inter-office property matching system create the best opportunity to sell your home fast and for top dollar.

## Yard Sign with Pre-Market Temporary Flyers

We want to get a sign and temporary flyers in front of your home as soon as possible. Our temporary flyers advertise that your home is not yet listed in the MLS to give potential buyers the opportunity to see it before anyone else. Buyers perceive they are going to get the best opportunity by beating the competition. In reality, your home will be in top condition and they will pay top dollar to beat other buyers to it.

## Speed of Response Marketing Team

Our phones are answered Monday through Friday from 9 a.m. to 8 p.m., and on weekends from 9 a.m. to 6 p.m. We strive to ensure that we are doing our best to convert every qualified inquiry about your home into a showing. If we are not able to answer a call immediately, the call is returned within 5 minutes on average. Compare that to the industry average of 17 hours!



## Complete Property Profile

We will tour your home and, with your help, determine the most effective ways to market the property.

## Photograph Property for Flyers, Internet, and Virtual Tours

Because 87% of home buyers now use the Internet to begin their new home search, it is imperative to have a high-quality virtual tour of your home available online. Our professional photographer will visit your home to take still photographs and 3 to 5 panoramic shots to enhance our marketing. If there are any particular views that you would like to have included in the photography, please be sure to notify us before the photography appointment.

## Color Property Flyers

We create color flyers that will be made available to potential buyers. We appreciate your input for the content of these flyers on the Marketing Information sheet provided by your agent. You know your home better than anyone!

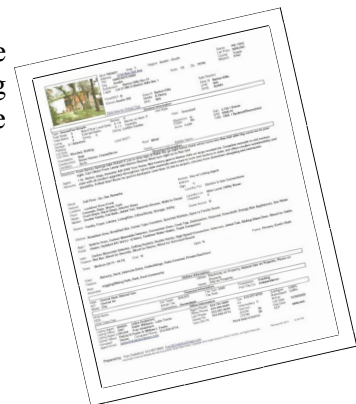


## Interactive Voice Response (IVR) System

Our progressive marketing includes providing a recording of details about your home for potential buyers to hear. The phone number to dial and code to enter are listed on the front of your property flyer, as well as on the back of many of our other listing flyers, for cross marketing. This means that your home is marketed at 20 to 30 additional property listings around town! Your home list price is not listed on the front side of our flyers or on the recording; this increases our opportunity to have a live conversation with prospective buyers and thus generate appointments to show your property. Our **IVR** system produces an average of 100 potential home buyers per week.

## Place Listing on MLS

We will submit your property to the Austin Multiple Listing Service. The service lists many details of your property, including list price and showing instructions. Nearly all of the 8,000+ real estate agents in Austin subscribe to the Multiple Listing Service and use it to locate homes for their clients.



## Place Listing on Web Sites

Most home buyers now use the Internet to shop for their next home, so your home's Web presence is critical! Through our cutting edge syndication system, your home will appear on nearly 20 of the top home Web sites. Among them are:

### KW.com

With more than 100,000 hits per month, our Website is a cornerstone of our business. With innovative technology, our site is among the best in the industry. Our goal is to attract buyers and keep them interested by providing relevant and accurate information about our listings and the local market. We capture contact information from a large percentage of the visitors to our site so that our agents can contact them personally to present your listing. Increasing quality traffic to our Website is a top priority, and we see the results!

### REALTOR.com

Our clients' properties stand out to the 5 million-plus individuals per month who each spend more than 40 minutes searching for homes on REALTOR.com®. We differentiate our listings on REALTOR.com® by making our clients' homes **Showcase Listings**. These **Showcase Listings** generate 116% more clicks by offering custom showcase banners on the search results page, scrolling text to bring attention to the listing, additional photographs, and a link to the virtual tour of your property.

### AustinHomeSearch.com

Provided by our local board of REALTORS®, this site provides visitors direct access to all homes entered in our local Austin Multiple Listing Service.

## Internet Syndication

Your home will be posted to more than 20 of the leading Internet sites in home search options.



## Open Houses

Open houses are valuable for gaining feedback on the price and condition of your home, as well as for building a database of people who are shopping for homes in your area. We are then able to keep in touch with these prospects and continue to drive them back to your home.

## Home Feedback

We will contact every agent who shows your property to gather feedback about the condition, price and staging of your home. Positive or negative, we will forward this information on to you as we receive it through a personalized account set up for you on HomeFeedback.com.

## Show Listing on Property Tour

Some parts of Austin and the surrounding areas have a weekly or bi-weekly property tour for Austin real estate agents, sponsored by various companies. This gives us an opportunity to show your home to 20 to 40 agents at one time who deal with qualified buyers on a daily basis. In addition each KW office has a weekly tour. As with open houses, property tours also provide valuable feedback about your home's price and condition.

## Status Reports

We will keep you up to date with verbal and e-mail status reports throughout the listing process. You will be notified of any feedback from showing agents, and you will receive periodic statistical reports detailing how many people have shown an interest in your property through the Web (including REALTOR.com) and by other means. We will also keep you abreast of changes in the market that may affect the marketing and sale of your home.

## Marketing Timeline

The following timeline illustrates the ideal schedule for marketing your property, both before and after it is listed in the MLS.



*"I decided to work with the Drakeford's because they immediately responded to me. They were very thorough, explaining all of the different marketing elements that they would incorporate. They helped me decide on a good price for the house that would get a lot of showings.*

*The Drakeford Team's marketing made all the difference in the world to get increased showings. They made suggestions to prepare the house, and they helped! Once we got the house staged, listed on the market, and the marketing started to take effect, we had a really high volume of showings. We had people coming in on a consistent basis.*

*We got multiple offers, and we were very happy with the price we received, since it was more than we expected. I highly recommend the Drakeford Team to everyone that I know who's looking to sell their house!"*

*Betsy M.  
Home Seller*

# Skilled Negotiation

## Rely on Experts to Represent You

Negotiations can have an impact of more than 10% of the ultimate selling price of your home. However, most agents don't understand the principles of negotiation.

Both Julian and Fran are trained as Certified Negotiation Experts, using a model based on a foundation of collaborative, **win-win** thinking. Thorough knowledge, obtained through the proper gathering and interpretation of information, is used with a systematic planning approach to identify and select the appropriate options for the client. Conscious and effective use of skilled negotiation approaches and tactics then help achieve a **win-win** solution.



Our negotiation strategy starts with pre-emptive negotiations. Statistics show that more than 25% of all home sales fall apart in escrow, usually because a seller is blind-sided by deal-killers that arise from the buyer's inspection. If the deal doesn't fall apart, it is usually saved at a very high price. A buyer typically asks for \$3 to \$4 off the negotiated selling price for every \$1 in cost of repairs found by their inspector. If a seller knows the condition of their home and makes needed repairs prior to putting it on the market, they stand to save many thousands of dollars. Like a chess game, it is important throughout the sale to stay five steps ahead of the buyer at all times.

# Closing Activities

## ***Receipt Contract with Title Company***

We will deliver and receipt the offer with the title company within 48 hours of all parties signing and agreeing to the terms. The title company will send copies of the contract to you.

## ***Confirm Payoff on Current Mortgage Note***

To ensure a smooth closing, we will confirm that the title company has all the information they need about your current mortgage loan, including payoff information.

## ***Confirm Loan Approval, Inspection, and Appraisal are Underway***

Our team will work with the buyer's agent and lender to ensure that all approvals and underwriting are being completed in a timely manner for the closing date. We will also confirm that the buyer has arranged for a property inspection and that the lender has ordered the appropriate appraisals.

## ***Negotiate Terms of Amendment***

After the buyer has an inspection conducted on your home, they will likely present an amendment to the contract. They will request that you complete repairs on items that the inspector determined needed attention. We will recommend whether you should counter the amendment, accept the amendment, or reject the amendment and under what terms.

## ***Sellers to Arrange for Repairs and Services***

If you choose to accept the terms in the amendment, you may have to make some repairs to your home. We will recommend service providers if you need referrals.

## ***Sellers to Arrange for Disconnect of Utilities***

You should contact your utility companies and notify them of disconnection of service. Make the disconnect date the same day that you are closing on your home. A complete listing of utility companies in your area can be provided to you.

## ***Review Title Commitment***

A copy of the Title Commitment for the property will be delivered to you, our team, the buyer, and the buyer's agent. We will review the document for you, looking for signs of any liens that will not be satisfied by closing proceeds including tax liens and mechanic liens. Among other items, we will also review the Title Commitment for evidence of non-resident alien status. Any of these items could interfere with our ability to close on the sale of your home if not remedied in a timely manner.

## ***Arrange for Closing***

We are continually in contact with you, the buyer's agent, the title company, and the buyer's lender during closing preparation. We will coordinate everyone's schedules and arrange for a mutually acceptable closing time.

## ***Review HUD 1 Delivered by Title Company***

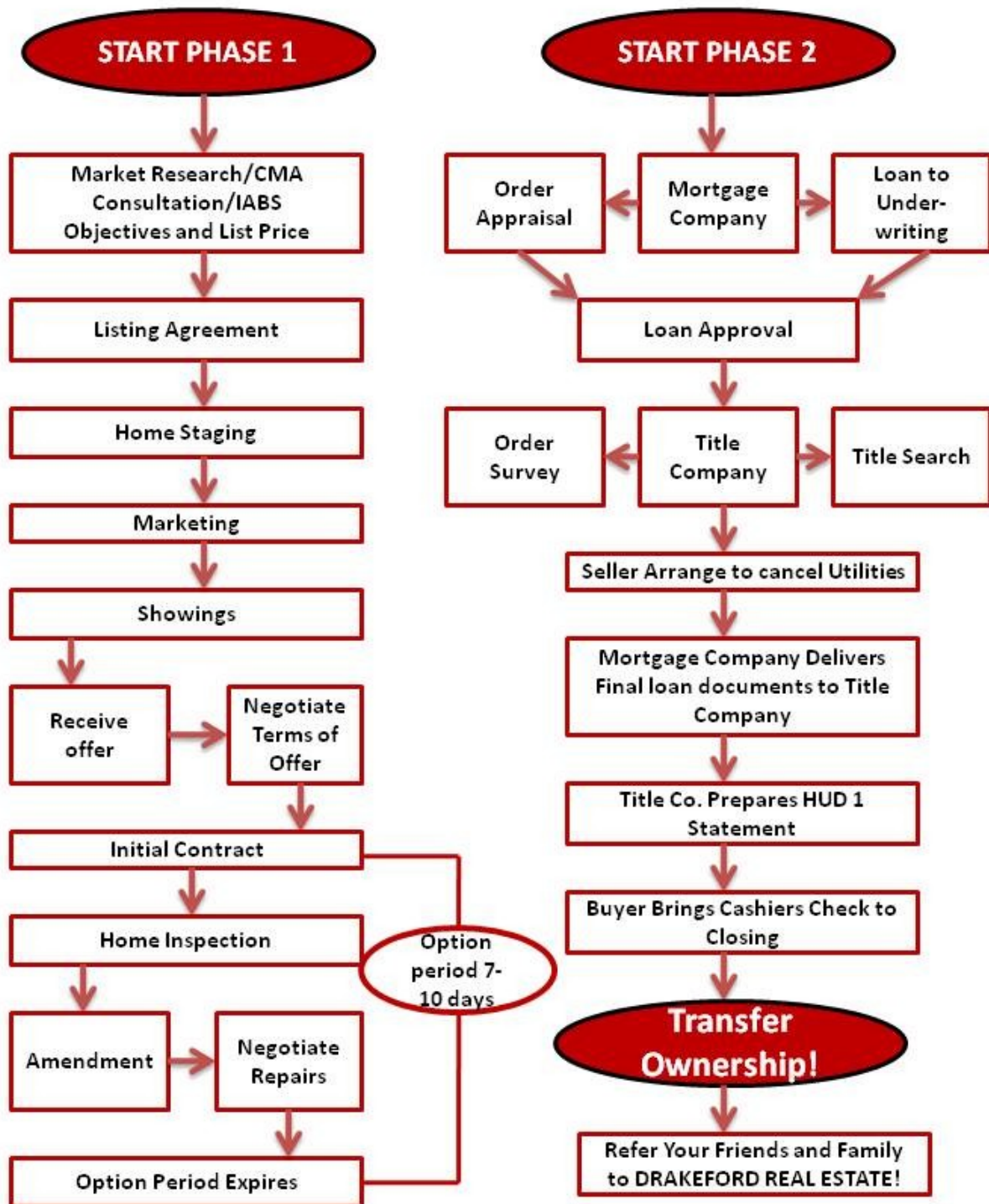
We will review the final paperwork provided by the title company prior to closing to ensure that you receive all entitled proceeds.

## ***Status Reports***

You will receive verbal and e-mail status reports as needed and as appropriate. Our team will not leave you wondering about the next step in your home selling process.



# Home Selling Process



## The Drakeford Team Will Work to Sell Your Home Quickly and for The Best Price

There are hundreds of elements involved in a real estate transaction. You need a team of people that can respond quickly and handle tasks more efficiently and effectively than one person. You will benefit from your agent's personal attention and commitment to overseeing the entire process, plus the speed and expertise of an entire team — all focused on getting you the highest price for your home and ensuring a smooth transactional process.

***Promises don't sell homes for more money; process does.***

Our process includes delivery of a complete business organization that makes it possible to effectively execute our plans, to convert buyer leads to showing appointments, and to convert showing appointments into solid offers.

The Drakeford Team uses systems and strategies specifically designed to help you get the best price for your home. Our mission is to be the leader in providing value and innovation for buyers and sellers of residential real estate.

What does that mean for you? We will work with you to analyze the current market conditions and trends to help set the best price for your home. We will help you prepare and position your home for sale using techniques such as pre-inspections and home staging. Our marketing strategies will expose your home to qualified buyers, and we will handle the hundreds of details involved throughout the process.

Trust the Drakeford Team to help you sell your home quickly and for top dollar.

**You will benefit from our personal attention and commitment to overseeing the entire process, plus the speed and expertise of the entire team.**

***There is simply no better choice!***

### Questions to ask when interviewing an agent.

1. Why should I choose you as my listing agent?
2. What services do you offer?
3. Do you have a strategic marketing plan which will increase the odds of getting more money for my home than other listing agents?
  - A. If so, what research do you use to back up you plan?
  - B. How will you execute the plan?
  - C. What proof do you have of your plan's success?
4. Do you have a detailed budget for what you are prepared to spend marketing my home? Are you willing to share it with me?
5. How will you execute your plan?
6. How will you communicate with me during the listing period?
7. Will you provide me a list of past clients?
8. How can I terminate the listing agreement?



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