



SELLER'S GUIDE



KELLERWILLIAMS®

Keller Williams Realty Southwest

1650 Highway 6, Ste 350

Sugar Land, TX 77478

Seller's Guide

From: Kathryn Robinson, Realtor, CNE

Re: Comparative Market Analysis

I know that your home is probably the most valuable possession that you have.

In fact, many of the people I serve have only the equity in their property to see them through their retirement years. With this in mind, I wish to thank you for placing your trust in me to help you through the process.

My first goal is to help you set a list price that represents top market value, without going so high that it does not sell at all. This can only be accomplished by thoroughly understanding the market. To help you in this regard, you will find a detailed market analysis attached. It has been painstakingly prepared to ensure that you feel comfortable and confident as we proceed to reach this important first goal.

Additionally, you will find significant information that will help you feel confident that you are being represented by an agent and organization that is second to none.

I welcome the opportunity to serve you, and insist that you contact me with any questions you may have should they arise now or during the marketing process.

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RESUME

AFFILIATION:

Keller Williams Realty Southwest
1650 Highway 6, Ste 350
Sugar Land, TX 77478
Office: 281-265-0000

EXPERIENCE:

- Texas Association of Realtors Leadership Program 2014
- Top Producing team member of Go Hurley Group 2013
- Licensed Real Estate Agent 2012
- District Manager for Fortune 500 retailer for 7 years

EDUCATION:

- 2002 BA, Mid-America Christian University
- 2004 MA, Southwestern Baptist Theological Seminary
- 2011 Champions School of Real Estate

PROFESSIONAL ASSOCIATIONS:

- Certified Negotiation Expert
- Member of National Association of Realtors
- Member of Texas Association of Realtors
- Member of Houston Association of Realtors
- Chairman-elect of Young Professional Division for Central Fort Bend Chamber Alliance
- Member of Chamber Young Professionals for Fort Bend Chamber of Commerce

PERSONAL INFORMATION:

- Resident of Houston since 2009
- Married with an adorable beagle
- Enjoys travel, golf, yoga and trying new restaurants

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A FEW WORDS ABOUT KELLER WILLIAMS REALTY



My affiliation with the fastest growing real estate company in the world is no accident.

I wanted to affiliate my real estate services with a company whose values closely matched my own/our, a company that offered exceptional tools for their agents to in-turn provide an exceptional home-buying experience to each client, and a company that actually listened to suggestions from it's agents on ways to improve the company.

Here are the beliefs at Keller Williams Realty
—WI4C2TS—

Win Win or no deal
Integrity to do the right thing
Commitment in all things
Communication seek first to understand
Creativity ideas before results
Customer always comes first
Teamwork together we achieve more
Trust starts with honesty
Success results through people

With a business belief system this well-defined, I am assured that my past and current customers always come first. It's Keller Williams Realty's and my commitment to you

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MARKET ANALYSIS EXPLANATION

The correct selling price of a home is the highest price the market will bear. To assist you in determining the correct asking price we have provided you with a comprehensive market analysis of comparable properties that have been recently offered for sale in your neighborhood.

This analysis is based strictly on homes that can be considered similar to yours, and has been specially prepared for you over the last few days.

This COMPREHENSIVE property analysis is divided into 4 categories:

1. Similar properties that are currently listed
2. Similar properties that have recently sold
3. Similar properties that have sales pending
4. Similar properties that have failed to sale

By carefully studying the comparable property locations, features, and the terms under which they are offered, we can develop a clear picture of the potential market for your property.

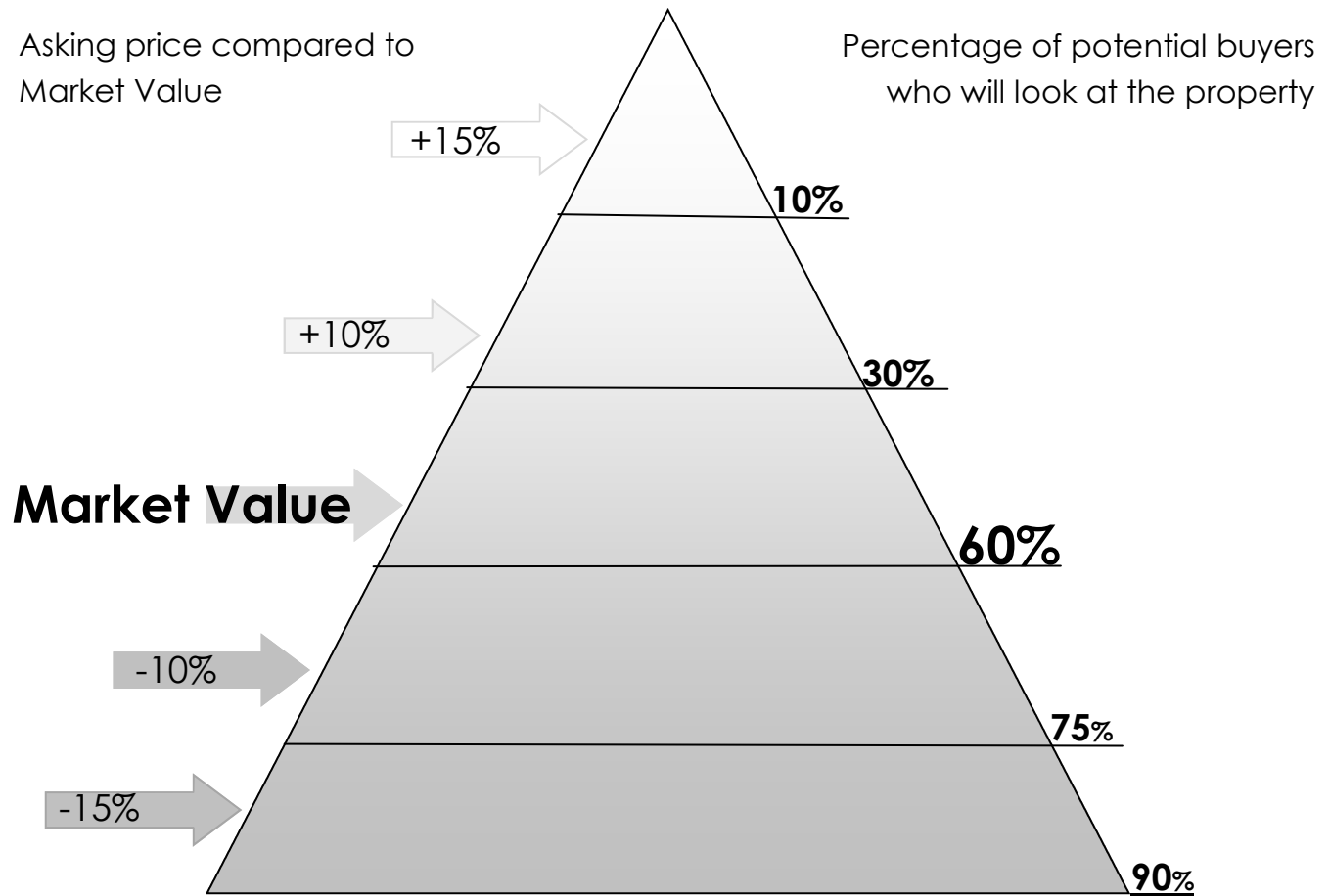
By looking at the properties currently listed, we can see exactly what alternatives a serious buyer has to choose from. We can be certain that we are not under pricing the property.

By looking at similar properties recently sold, we can see what home owners have actually received over the last few months. This is the acid test that is used by lending institutions to determine how much they will be willing to lend a buyer for your home.

While we naturally want top market value for the home, we can agree that there's a point where the price would be too high. By looking at homes that didn't sell, we can accurately determine that price point and be careful not too close to it. By doing our homework diligently, we can get maximum dollars in a reasonably short period of time.

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PRICING PYRAMID



Properties priced too high attract fewer buyers, showings and offers

Properties priced at market value generate more buyer interest.

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THE LISTING PROCESS



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PREPARING YOUR HOME

With buyers, first impressions count. A small investment in time and money will give your home an edge over other listings in the area when the time comes to show it to a prospective buyer. During our consultation, I will walk through your home and give you suggestions of repairs and/or updates. We can discuss priorities, budgets, etc.

Here are some suggestions that will help you get to top market value:

General Maintenance

- Oil Squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster/caulking
- Repair gutters and eaves
- Repair leaking taps and toilets

Curb Appeal

- Cut grass
- Trim shrubs and lawns
- Weed, edge gardens and mulch
- Pick up any litter
- Clear walk and driveway of leaves
- Touch up exterior paint

Spic and Span

- Shampoo carpets
- Clean washer, dryer, and tubs
- Clean furnace
- Clean fridge and stove
- Clean and freshen bathrooms

The Buying Atmosphere

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the day time
- Play quiet background music
- Welcoming smell with candle or plug in

The First Impression

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware

The Spacious Look

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy

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MARKETING PLAN

I am committed to offer the highest standards of professional service to all our customers. To assure you that your property is marketed to its fullest potential and to obtain the highest possible market value, the following will be completed by advertising your real estate property on various professional websites, focal newspapers, flyers marketing your home and much more!

-STAGING—when necessary I will provide a professional stager to prepare your home to show at it's optimum potential

-MLS—Your home is posted on the Multiple Listing Service and is available to all Realtors in the Houston Metropolitan areas.

-HAR—HOUSTON ASSOCIATION OF REALTORS—www.har.com Largest real estate trade association in Houston

-KELLER WILLIAMS REALTY—www.kw.com Keller Williams, the most innovative company in real estate today. Keller Williams Realty is a learning-based company, focused on training, coaching and consulting its associate partners.

-REALTOR.COM—www.realtor.com Official website of the National Association of Realtors.

-YARD SIGNS—Features property and realtor information to attract potential buyers.

-The Real Estate Book/Online—www.therealestatebook.com-the Real Estate Book provides a comprehensive selection of homes for sale, new home communicates and local information from hundreds of cities across the US and Canada.

-PROFESSIONAL PHOTOGRAPHER—Virtual reality tours of the home inside and outside of the home gives potential buyers a better look of the homes before they actually visit. Professional photographers records the home and creates a video that may be controlled by buyers.

-CRAIGSLIST & INTERNET—Posted on Craig's List and over 20 additional web sites

-E-FLYER—Flyer emailed to over 800 area Realtors to introduce your home

-YAHOO REAL ESTATE-<http://realestate.yahoo.com>-Yahoos real estate service provider for sellers and buyers, where prospects from all over the world view real estate information.


-OPEN HOUSES-opening your home to the public allows for more people to see your home, even if their agent is unable to show. It also allows unrepresented parties to see your home and possibly put in an offer.

-NEIGHBORHOOD FLYERS-notifying neighbors of additional traffic is always welcomed. Also notifying them about their opportunity to choose their own neighbor is key. They may have a family member or friend who has been wanting to purchase a home in the neighborhood!

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OFFERS & GOING UNDER CONTRACT

When you receive an offer for your home, it is my responsibility to ensure the contract is correct, terms are defined and proof of funds or pre-approval letter is provided and verified. In the case of multiple offers, this will happen with the top 10% of offers. Knowing what funds you will walk away with is important. That is why we complete a seller's net sheet together during your consultation. Here is another view of the net sheet.



Seller Net Sheet

Knowing what you will walk away with is IMPORTANT. This is just a tool to help forecast the costs of selling your home. It is only as accurate as the current available information. This is only an approximate calculation. The final HUD-1 settlement statement from the title company will show the exact number.

Property Address: _____

Sales Price (a) : _____

Pay Off (b) : _____

Total : _____ (1)
(a - b)

SELLER CLOSING COSTS

Realtor Commissions (c): _____

Owner Title Policy (d): _____

Miscellaneous Closing Costs: \$1384

Miscellaneous Costs Itemized:	Home Warranty: \$475
Tax Certificate: \$100	Attorney Fees: \$100
Escrow Closing Fee: \$325	Title Supplemental Fee \$90
Deed Release: \$234	Recording Fee: \$90

Total: _____ (2)
(c + d + \$1384)

HOME OWNERS ASSOCIATION

Fees below may or may not apply. Please consult with your HOA to verify costs. Some fees may be requested to be paid outside of closing.

Transfer fee (e): _____

Annual Dues: _____

Resale Certificate (f): _____

Annual dues are prorated. Buyer will credit the remainder of the year at closing.

Foundation Fee(g): _____

Prorated Credit: _____ (3)
Based upon the closing date of: _____

TAXES

Annual Tax Estimate: _____

Prorated Charge: _____ (4)
Based upon the closing date of: _____

Monthly Tax: _____

Annual taxes are prorated. Seller will credit the buyer the portion of the year during ownership.

Total Costs: _____ (2 + 4 - 3)

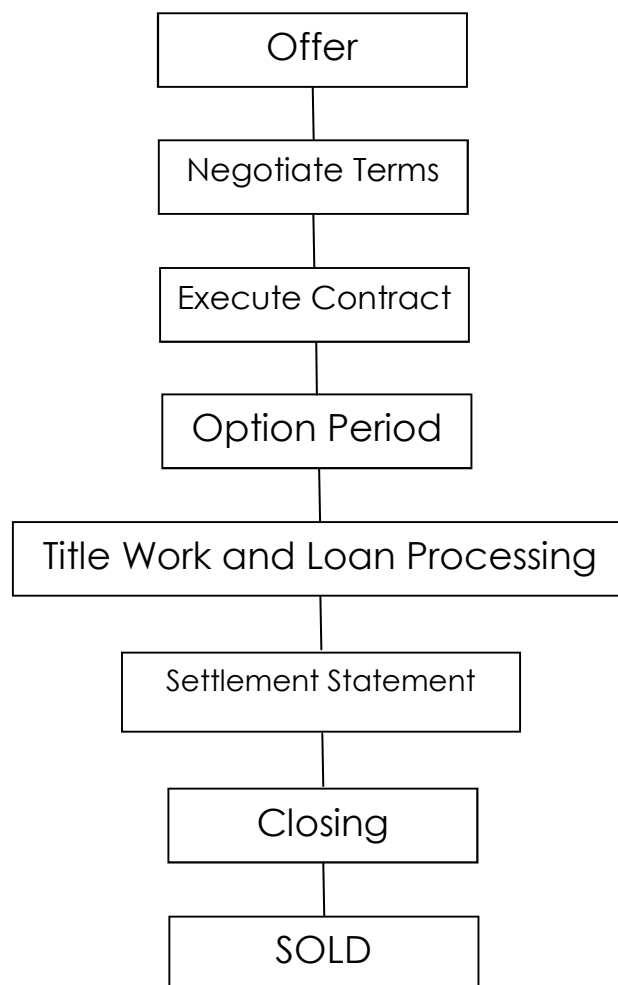
Net to Seller: _____ (1 - Total Costs)

—Tax prorations are taken from the seller net to be paid to buyer at the time of closing. Escrow reimbursements usually take place between 45-90 days. Contact your mortgage company for more details on escrow reimbursement.
—Prorated taxes on this sheet were taken from the local tax records and are subject to change.
—Delinquency of taxes, HOA, or mortgage will cause seller net sheet to fluctuate

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GOING UNDER CONTRACT

As a seller, often times, “no news is good news.” That is due to the loan processing that is being taken care of by the buyer. Behind the scenes I will be in contact with the buyer’s agent and lender to ensure the process to be smooth as possible. Expect weekly updates from me and occasional visits by the buyer. Here is a bird’s eye view of the process:



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CLOSING

You are almost to the finish line! Your appointment at the title company will be 30-45 minutes. You will need to bring the following:

- State issued valid ID
- Payment instructions for title to pay you
- Keys to home, community recreation centers, and mail box, remotes and codes to home security system, etc.

After you and the buyer have completed signing all documents, the lender will verify everything and will release the funds to be transferred. The title company acts as a third party to ensure all funds are distributed according to the settlement statement and closing documents. Title will even distribute funds to pay off your current mortgage. After funds are verified in appropriate accounts, keys are handed over to the buyer and you are officially free and clear from ownership of the property.

CONGRATS! WE HAVE ACCOMPLISHED OUR GOAL!
YOUR HOME IS SOLD!

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MY COMMITMENT TO YOU

1. ACCURATE EVALUATION

The correct selling price of a home is the highest price that the market will bear. To assist you in determining the correct asking price we provide you with a comprehensive market analysis of comparable properties sold and offered for sale in your neighborhood

2. PROFESSIONAL ADVICE

I will advise you of any necessary repairs and how you may best prepare your home for showing. You will be kept up to date on the state of the market, the sale of similar properties and any other factors which may affect the progress of the sale.

3. PROMOTION OF YOUR HOME TO OTHER REALTORS

The major selling points of your home will be distributed to other real estate firms throughout the community.

4. SIGNAGE

The highly respected Keller Williams Realty advertises your property 24 hours a day.

5. NOTIFY PURCHASERS

We will use our advanced computer systems to identify people who have been looking for homes in your neighborhood. They will be contacted and given the details of your property.

6. OPEN HOUSES

If appropriate, open houses will be arranged and held during reasonable hours.

7. PRE-APPROVED MORTGAGES AND FINANCING GUIDANCE

We offer pre-approved mortgages which encourage buyers by letting them know the mortgage potential in advance. Your Keller Williams Realty representative will provide professional financing guidance to both the buyer and the seller.

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GOALS

My goals are your goals-it is truly all about you and your home! As a seller, you are traditionally responsible for paying for both realtors in the transaction. With that being said it is so important to me that your experience is so great that you can't help from referring me to your friends and family.

As we work through this process of selling your home there will be sometimes of anxiety and other times of excitement. Know that I am with you all the way! Please note that all businesses are a living organism, constantly growing and improving. If there is something I can do to improve your experience—don't hesitate to ask! You are my client and if you don't walk away with a smile, I did not do my job.

So here's to a process, a new found business relationship and the accomplishment of reaching a goal together.

Thank you for the opportunity to meet with you and the consideration to be your listing agent, your Realtor

