

# SELLER'S GUIDE

COMPREHENSIVE GUIDE TO SELLING YOUR HOME

*Troy Schlicker*

Selling your home is a big financial and emotional task, requiring a lot of planning.

Whatever the reason, as you prepare to put your home up for sale, you no doubt have a lot of questions.

With the help of an experienced agent, you can smoothly navigate the process and move on to your next phase of life.

# TIMELINE OF A HOME SALE

## STEP 1

### **Hire a Realtor**

Hire a professional who knows how to list, market, and sell your home.

## STEP 2

### **Assess Home Value**

Conduct a comprehensive market analysis to determine the list price

## STEP 3

### **Preparation**

Get the home ready for staging, photography, and showing.

## STEP 4

### **Marketing**

Start marketing the home using a thorough property marketing plan.

## STEP 5

### **Showings**

Buyers will tour the home, ask questions, and decide if your home is the right fit.

## STEP 6

### **Negotiate Offers**

Evaluate offers and negotiate to get the best offer based on your criteria.

## STEP 7

### **Manage Closing**

Work with the buyer's agent, lawyers, and title company to finish the sale.



A portrait of a man with short brown hair, smiling, wearing a light blue dress shirt and a blue tie. He is standing in front of a dark grey wall with green ivy on the right side. The image has a semi-transparent blue overlay at the bottom.

# Troy Schlicker

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# INTRODUCTION



Troy understands that selling your home is a huge emotional and financial undertaking; and that every homeowner's situation is unique. He is able to provide outstanding personalized service. That doesn't just mean negotiating a successful deal but exceeding his client's expectation of service, knowledge and communication through the process.

As a resident of Austin for 17 years, Troy has seen Austin go through rapid growth and numerous changes. Troy previously worked at Bank of America as a Sr. Mortgage Loan Officer. His knowledge of Austin, the mortgage industry, and of the real estate market has helped him guide clients through all of their real estate needs.

Troy links people with their real estate goals to help build wealth, dreams and memories.



# PRICING YOUR HOME

Pricing your home is one of the most critical aspects of having a successful real estate transaction.

## ***Why is an accurate price so important?***

A home priced below market value will sell for less due to potential buyers offering the list price or slightly above. The benefit of pricing below market value is that you will drive a high level of interest and you can expect a quick sale.



A home priced above market value will stay on the market for months. This will result in increasingly reduced interest in the home and buyers having the perspective that something must be wrong with the property. This will ultimately require you to lower the price and traditionally sell below market value due to the lack of demand, on top of incurring the expenses of owning longer than you intended.



A home priced at market value will draw interest from buyers. Accurately pricing your home will help it appear on search results to relevant buyers giving you the greatest opportunity to receive the best offer and sell for top dollar.

## ***There are several factors to consider in determining a sale price for your home.***

### Past Sales

Studying past sales for homes in your neighborhood and areas that are similar to yours is the first step in understanding your home's true market value and establishing a list price.

### Active Listings

We study current homes both actively and privately listed to see what homes we will be competing with when trying to attract buyers.

### Condition

We take an objective look at your home from the buyer's perspective and evaluate what highlights will draw buyers in and what items might hinder a buyer from having a great first impression of your home.

### The Market

The final price of your home is impacted by the type of market we are currently in. A buyer's market will require us to price lower, if it's a seller's market you can price higher.



An aerial photograph of a large, multi-story house with a red-tiled roof and white walls, situated on a hillside overlooking a large body of water. The property is surrounded by lush greenery, including palm trees and cypresses. A swimming pool is visible in the foreground. The background shows a winding river or lake with other houses and a forested hillside.

# Understanding Market Conditions

## Buyer's Market

A buyer's market occurs when supply exceeds demand. Typically, sellers drop their asking prices to gain an advantage.

## Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.

## Balanced Market

Supply and demand are about the same. Sellers usually accept reasonable offers and buyers generally have multiple options.



# PREPARATION IS KEY

First impressions are critically important for your home. When potential buyers walk into your house, they will start to evaluate everything they see.



Buyers want to imagine themselves living in the home. Their impression will ultimately determine how much they are willing to offer on a property... or even if they'll be interested in buying it at all.

In order for you to get the most money possible for your home, we at Reserve Realty put a ton of care into its preparation before we put it on the market.



# QUALITY PREPARATION OF YOUR HOUSE INVOLVES 3 ELEMENTS:

## Repairs

Buyers will pay more for a home to avoid the work of fixing it, and they will pay faster. The good news is that most repairs are merely cosmetic and fairly inexpensive.

## Cleanliness

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Having a clean and tidy home not only allows them to see all the great things about the home but shows that you have taken care of the home while living there.

## Staging

Staging a home makes it easier for buyers to visualize the property as a future home and they are more likely to overlook faults with the property.



# SELLER'S CHECKLIST

## GENERAL MAINTENANCE

- Tighten doorknobs
- Replace burned out lights
- Make sure cabinet doors are level and flush
- Repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps & toilets
- Repair/replace damaged fixtures, appliances or decor as needed.
- Consider a fresh coat of paint

## CURB APPEAL

- Maintain lawn & flower beds
- Trim shrubs and trees
- Pressure wash walkways and decking
- Clean gutters
- Clean and organize front entrance
- Clean/repaint front door
- Polish door hardware
- Pool and spa are clean and in working order
- Fence in good shape

## HOME CLEANING

- Shampoo carpets
- Clean washer, dryer and tubs
- Clean HVAC and replace air filters
- Clean and freshen bathrooms
- Thoroughly clean all appliances
- Thoroughly clean floors
- Clean/replace shower curtain
- Clean/repaint window sills and trim
- Wash windows inside and out

## STAGE & ORGANIZE

- Organize and declutter counters, bookshelves & tables
- Organize closets and storage
- Organize and clean drawers and pantries
- Fold towels and stage decor
- Remove unnecessary items
- Remove clutter and personal items
- Stage furniture

## LET US CONNECT YOU

We know the best vendors in the Austin area to help you with your home's repairs, cleanliness, and staging prior to listing it for sale. Ask us about our Trusted Partner Program so we can ensure you get the VIP treatment.



# PROPERTY MARKETING

Marketing your home to the greatest number of potential buyers is key for you to get top dollar for your home.

Many agents are satisfied with putting a sign in the yard and putting the home on the MLS and believing it's a job well done, and while some homes do sell that way, if that's all an agent does to market the home to potential buyers, then they are not fulfilling their fiduciary responsibility to you.

Getting the best offer for your home — the one that has the right price, right timeline, and the right conditions; requires effectively marketing the home to reach the most potential buyers.







At Reserve Realty, we employ a strategic ***Property Marketing Plan*** that uses the latest technologies to seed the marketplace, optimize for Search Engine Optimization (SEO), and position your home for the best possible impression right out of the gate. For example, we pen compelling marketing narratives to help buyers envision living in your home and we utilize advanced video marketing tactics to showcase your home's best features.

Our efforts don't stop once your home has been listed. We use our national network of agents to continuously promote your home to people wanting to move to the area and we run targeted social media ads to help get your home in front of the most people.



# Marketing Activities Included In Our Property Marketing Plan:



- Professional Photography & Videos
- Yard Sign
- Property Listing Page Displayed on Website
- Property Tour Video Added to YouTube
- Listing Posted to Facebook Business Page
- Listing Posted to Instagram Business Account
- New Listing Email Announcement to Email List
- Listing Posted to Multiple Listing Service (MLS)
- Listing Syndicated to Popular Home Search Sites (Zillow, Realtor)
- Facebook & Instagram Ad Campaign to Real Estate Interests
- Google Display Ads to Active Real Estate Searches
- YouTube Ad Campaign to Active Real Estate Interests
- Open House
- Metrics Evaluation & Campaign Adjustments
- Agent Feedback Report



# SHOWING YOUR HOME

We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance.

Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

It's also worth noting that most buyers will open cabinets, drawers, and closets—so try to make sure everything is as neat and organized as possible. Keep toiletries and small appliances off countertops, and secure valuables and sensitive documents in a safe or off-site.

Usually, we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify us any time they are opened, so no one is accessing your home without our knowledge.

If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, we will try to get feedback from each showing and pass that information back to you.



# NEGOTIATING OFFERS

Once a buyer submits an offer, we will review it together and decide if we want to accept, counter or reject it.



## Elements of the offer:

**Price** - The amount the buyer is offering for the property.

**Earnest & Option Money** - The deposits a buyer puts down to hold the home while the conditions of closing are met.

**Financing vs. Cash** - What money the buyer is using to purchase the property.

**Terms** - Details of the financing the buyer will be receiving as well as who will be responsible for paying closing costs.

**Conditions** - Items that need to be fulfilled to complete the sale of the property.

**Inclusions & Exclusions** - Any items of the property that will be explicitly included or excluded with the sale.

**Closing Date** - Date that the transfer of home ownership will take place.



# MANAGING CLOSING

Once the offer is accepted between yourself and the buyer our team will continue to follow up with the relevant parties throughout the process. This is an important process to manage to ensure a successful closing.

1. Make sure all documents are signed and submitted to the title company and lender (if necessary).
2. Ensure option and earnest money are deposited with title company.
3. Schedule home and additional inspections with buyers.
4. Negotiate repairs (if necessary).
5. Schedule and complete repairs (if necessary).
6. Provide comparable home sales to appraiser to ensure an accurate appraised value.
7. Ensure title documents are received and title company has everything needed to coordinate closing.
8. Review closing documents.
9. Prepare home for final walkthrough.
10. Schedule closing with title company and sign closing documents.





# MOVING CHECKLIST

## PREP

- Declutter, discard & donate items
- Collect quotes from moving companies
- Secure off-site storage (if needed)
- Choose a mover and sign contract
- Create a file for moving related papers and receipts
- Collect/buy packing material
- Measure your new place to know how your current possessions will fit
- Arrange time off from work to move and get settled afterward.
- Book any temporary accommodations (if needed)

## NOTIFY OF MOVING

- File change of address with post office, IRS, DMV, Social Security
- Update address for bills/statements
- Schedule disconnection of utilities
- Discontinue home services (housekeeping, lawn maintenance)
- Notify schools and health care providers and locate new options
- Notify family, friends and employer
- Cancel local memberships

## ESSENTIALS BOX

- Cleaning supplies
- Lightbulbs
- Tools, scissors
- Children's toys
- Remote controls
- Pet essentials
- Toiletry essentials

## GO BAG

- Clothes
- Phone charger
- Valuable items (jewelry, heirlooms)
- Prescription medicines
- Important documents (passport, birth certificates, etc.)
- Personal care items

## MOVING DAY

- Arrange help for kids/pets
- Inform movers of any special instructions
- Perform final walk-through
- Leave manuals and warranty info
- Lock all doors and windows
- Bring keys & garage door opener to closing or leave in house



# TESTIMONIALS

We are home sales experts in Austin, and we are confident in our ability to handle your transaction and any surprises that may arise along the way to the closing table. But don't just take our word for it! Here's what some of our past clients have said about their experience working with us:



“ Troy was remarkable in the sale of my property. I highly recommend Troy with all your real estate needs.  
- Michelle ”

“ Troy's knowledge and resources made what could have been a challenging process, one we navigated with confidence.  
- John ”

If you are considering selling your home in today's market, we invite you to reach out to us. We would love the opportunity to learn more about your specific situation and explain to you in more detail what we do differently to sell homes faster and for more money in Austin.



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## MORE RESOURCES

Click the links below for more information to guide your home selling journey.

- [7 Costly Mistakes Home Sellers Make \(And How to Avoid Them\)](#)
- [Seller's Checklist: A Timeline to Prep Your Home for Sale](#)
- [9 Tips for Buying and Selling Your Home at the Same Time](#)
- [10 Pro Tips for a Smooth Home Move](#)