

@VALMACIAS.REALTOR

SELLER'S GUIDE

YOUR ROAD TO SOLD

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HEY, I'M VAL

Selling your home is one of the most important financial decisions you can make. I know it can be a tough decision as it's likely you have an emotional investment in your home and selling involves a lot of moving parts.

However, if you know what to expect you can avoid a lot of common mistakes and ensure that things go as smoothly as possible. In this guide, we will cover what to consider when selling real estate in a step-by-step process.

Valeria Macias

Step 01

CHOOSING THE RIGHT AGENT

My Promise To You:

My goal as your Realtor is simple— to help you sell your home quickly, smoothly, and for top dollar. Here's how I do it:

Goals & Strategy:

We'll set clear goals and create a custom plan tailored to *your* property and timeline.

Professional Marketing:

Every listing includes high-quality photos, video, and targeted ad campaigns to attract qualified buyers.

Local Expertise:

I use in-depth market knowledge to price your home competitively and effectively in order to attract attention while maximizing your return.

Industry Connections:

My network of agents and buyers ensures maximum exposure— even before your home hits the market.

Full-Service Management:

From preparing your home to reviewing offers and negotiating the best deal, I handle every detail for a seamless process.

Guidance & Paperwork:

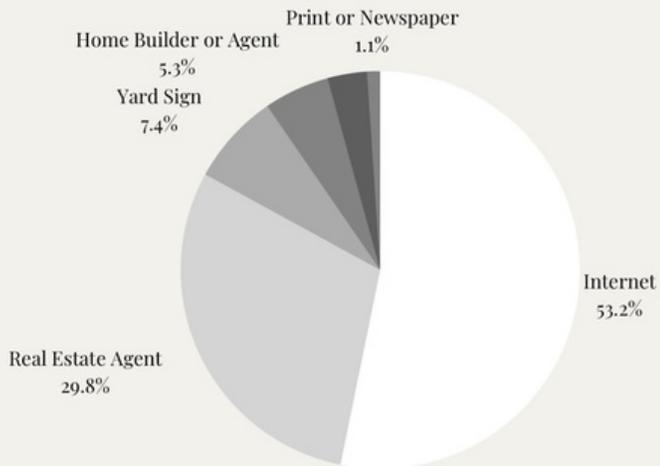
I walk you through every step and document, making the process clear and stress-free.

LET'S SELL YOUR HOME WITH CONFIDENCE



Step 02 OUR MARKETING STRATEGY

Home Buyers are Shopping Online



I specialize in video-driven and targeted marketing strategies that make listings stand out.

Homes represented with **professional videography** receive **over 400% more engagement**, which is why every listing I take includes beautifully produced video content. In addition to video, I run precise social media and ad campaigns designed to reach qualified buyers and agents, generating over **50,000 views monthly** across platforms ensuring every home I list gets the attention it deserves.

SELLING LIFESTYLE



HOUSE TOURS



COMMUNITY SPOTLIGHT



SEE HOW THE CLOSING COLLECTIVE SELLS MORE HOMES WITH OUR SOCIAL MEDIA STRATEGY THAN ANY OTHER TEAM IN OUR AREA!



Valeria Macias | Montgomery TX
Realtor she/her

Professional dashboard

↗ 45.6K views in the last 30 days.



SOME WAYS WE'LL MARKET YOUR HOME INCLUDE BUT ARE NOT LIMITED TO:

EMAIL MARKETING

We will feature your home in our newsletter to active buyers.

NETWORKING

With connections in the industry and a long list of buyers agents, we will expose your house to a wide buying audience before it's even on the market.

SIGNAGE

We will place a yard sign on front of your house to advertise it's for sale and showings.

ONLINE

We will market your home online and feature it in the MLS and on various third party sites such as Zillow and Trulia.

SOCIAL MEDIA

We will use a variety of social media networks to get exposure for your property including Facebook, LinkedIn, Instagram and any other suitable networks.

OPEN HOUSES

We will host open houses to bring in more qualified buyers and increase visibility for your home.



Step 03 ESTABLISHING A PRICE

Setting the right price from the start is one of the most critical steps in selling your home. We use a detailed **market analysis**, factoring in recent sales, active listings, and local trends, to determine a price that's both accurate and competitive based on your home's unique features and location.

Pricing your home correctly helps attract serious buyers, create strong early interest, and even spark multiple offers. Overpricing, however, can lead to longer days on the market and reduced demand. Our goal is to position your home strategically so it sells quickly and for the best possible price.

WHY PRICING RIGHT IS CRITICAL



Step 04

PREPARE TO LIST

In today's market, preparation is key. Taking the time to present your home at its best can lead to more interest, stronger offers, and a smoother sale. The ultimate goal: make your home feel light, bright, neutral, and clean, and the right buyer will fall in love instantly.

Here are a few non-negotiables when preparing your home to sell:

1. CURB APPEAL
2. DECLUTTER
3. REMOVE PERSONAL ITEMS
4. DEEP CLEAN
5. MAKE MINOR REPAIRS
6. STAGE THE SPACE
7. ELIMINATE ODORS



EXTERIOIR

- Paint front door
- Remove cobwebs or nests if any
- Keep lawn neat and trimmed
- Remove old yard furniture
- Weed garden and patios
- Powerwash drive
- Clean windows
- Paint the outside if feasible
- Ensure doorbell works
- Clean gutters
- Add plants at entrance

INTERIOR

- Declutter
- Move excess items to storage
- Repair/fill holes in walls
- Ensure all windows close and open
- Ensure doors don't squeak
- Repaint with neutral colours
- Replace or clean carpets
- Clean closets
- Paint walls, ceilings and trims
- Clean or replace fixtures
- Reduce pet areas in home
- Ensure all lighting works

Step 05 PROFESSIONAL IMAGERY

Listing photos and video are the first thing a buyer sees when looking at your property. A buyer will decide if they are interested in viewing your home just by looking at the photos which will determine getting a sale.

We will work with one of our professional photographers to show your home in the best light. A photographer knows how to use light to their advantage, make rooms look bigger and more attractive.

The content strategy is unique to each property and we will work together to decide the best content for showcasing your home.



Step 06

PREPARE FOR SHOWINGS

PRE-SHOWING PREP *CHECKLIST*

- Install lockbox for the key
- Store away valuables
- Remove mail and personal documents
- Remove prescription medicines
- Only let scheduled appointments in
- Keep it clean for showings
- Remove trash before each showing
- Avoid cooking strong scented food
- Make sure room is a nice temperature
- Vacate - Seller should not be present

Step 07 THE OFFER PROCESS

When a buyer is ready to purchase your home, they will make an offer on the property. There are some factors to consider when looking at an offer.

- **OFFER PRICE** - This is how much money the buyer is willing to pay for the home. This can include fees and any other costs associated with buying a home (closing costs).
- **EARNEST DEPOSIT** - This is a the good faith deposit which shows the buyer is serious about buying the house; usually around 1% of its value but may vary depending on factors such as location & market rate etc. This amount will be deducted from closing costs once a deal is finalized at the closing table.
- **CLOSING COSTS** - Usually closing costs fall under the buyers cost, but on occasion they will request the seller to pay a portion.
- **LOAN TYPE** - Conventional loans are often the least complicated and most appealing for a seller. However, a VA loan , FHA, or USDA may be just as appealing with the terms.
- **CONTINGENCIES** - This is a purchase agreement specifying an action or requirement that must be met for the contract to become legally binding. The fewer contingencies included in an offer, the better for the seller.
- **CASH OFFER** - Cash offers are generally more appealing as the money is ready to send and there is no waiting on a bank to approve a loan.
- **CLOSING TIME** - Some buyers may be looking to move in immediately, others may be waiting until their current property is sold. This may influence your decision based on which timing suits you better.

WHAT TO DO WHEN YOU RECEIVE AN OFFER

ACCEPT

If you accept the offer, the purchase agreement will be signed. Then you are officially under contract! Now inspections, appraisals, or anything agreed in the purchase agreement will take place.

REJECT

You can reject the offer completely. This can happen if you feel the buyers offer is too far from the asking price or don't agree with the terms proposed.

MAKE COUNTER-OFFER

A counter-offer is when the seller offers different terms. The buyer can then accept the offer, reject it or renegotiate it. This can go on until either party accepts the terms or walks away.



Step 08 PRE-CLOSING

HOME INSPECTION

Before closing on a home, the buyer will usually schedule an inspection. A professional home inspector will identify issues with the house including structural or mechanical issues. The buyer then uses this information to renegotiate the price or repairs before closing.

APPRAISAL

If the buyer is taking out a loan, they will need an appraiser to provide an estimate of the house they are purchasing. The appraiser decides if the cost agreed is a fair price for the property. Otherwise the buyers loan won't get approved.

NEGOTIATIONS

When a buyer is negotiating a purchase, they will commonly request the seller to pay for some repairs discovered during the inspection. If the appraisal comes in below the sale price, they may request you to reduce the price.

FINAL WALK THROUGH

The buyer will do a final walk through the home within 24 hours of closing to check the property's condition and make sure any repair work that the seller agreed to make has been done.



Step 09

CLOSING DAY

Closing will be held at the office of the title company.

CLOSING COSTS TO SELLER

- Mortgage balance and any penalties
- Any unpaid assessments against your property
- Home warranty (possibly)
- Title insurance policy (possibly)
- Real Estate Agent commission
- Property taxes (pro-rated amount)

WHAT TO BRING

- Form of Government-issued photo ID
- House Keys
- Garage Keys
- Mailbox keys

WHO WILL BE THERE

- A title company representative
- Your agent (Me)
- The buyer
- The buyer's agent
- Your loan officer
- Attorneys involved in the transaction

Once all the papers are signed and the transaction is funded, the closing is officially complete.



Congratulations



YOU HAVE OFFICIALLY SOLD YOUR HOME

Moving Checklist

PREP

- KEEP CLOSING DOCUMENTS
- CANCEL INSURANCE
- BOOK TIME OFF WORK
- BOOK CHILDCARE FOR MOVE
- BOOK MOVING TRUCK
- DONATE UNWANTED ITEMS
- MAKE INVENTORY OF YOUR ITEMS
- TRANSFER PRESCRIPTION RECORDS
- REGISTER AT NEW SCHOOLS
- TAKE CUTTINGS FROM PLANTS
- MEASURE FURNITURE
- DEFROST FREEZER

NOTIFY OF MOVING

- POST OFFICE
- EMPLOYER & PAYROLL
- TELEPHONE, INTERNET
- TAX & SOCIAL SECURITY
- BANK & CREDIT UNION
- GARBAGE REMOVAL
- DOCTOR
- DENTIST
- ATTORNEY
- SUBSCRIPTIONS
- HEALTH & DENTAL INSURANCE
- LIFE INSURANCE
- HOME & CAR INSURANCE
- FRIENDS & OVERSEAS FRIENDS

'OPEN FIRST' BOX

- CLEANING SUPPLIES
- LIGHTBULBS
- TOOLS (KNIFE, SCISSORS)
- LIGHTBULBS
- CHILDRENS TOYS
- COFFEE, TEA, SNACKS
- REMOTE CONTROL

PACK OVERNIGHT BAG

- PYJAMAS & CLEAN CLOTHES
- TOOTHBRUSH & TOILETRIES
- TOILETPAPER
- MEDICATION
- PET FOOD & LEAD
- TOWELS
- IMPORTANT DOCUMENTS
- CASH & VALUABLES

MOVING DAY

- LEAVE MAILBOX KEYS
- LEAVE GARAGE KEYS
- LEAVE HOUSE KEYS
- PUT PETS SOMEWHERE SECURE
- PROTECT FRAGILE ITEMS
- MAKE SURE BOXES ARE LABELLED
- FINAL CLEAN & REMOVE TRASH
- LEAVE OWNER MANUAL & RECEIPTS

CONTACT ME



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Leave Me A Review

YOUR TESTIMONIALS MAKE MY DAY AND HELP ME GROW MY BUSINESS. I APPRECIATE YOU!



SCAN AND SCROLL TO WHERE IT SAYS "LEAVE A REVIEW"



Send Me A Referral

I WOULD LOVE TO HELP YOUR FRIENDS AND FAMILY THE SAME WAY I HELPED YOU. MY LINE IS ALWAYS OPEN FOR ANY OF YOU!

