

# The Ultimate Seller's Guide

*do*  
DEE OLIVER  
REALTORMOM



SOLDBYDO.COM

# Welcome

do  
DEE OLIVER  
REALTORMOM



**BUILDING PEOPLE.  
ONE HOME AT A TIME.**

Our mission is to facilitate the process of buying and selling real estate by providing best-in-class service through quality communication, expert marketing, and a clear understanding of current real estate market. Our success comes from our dedication to maintaining the highest standards of integrity and trust with our clients and colleagues. Our ultimate goal is to serve the communities we live in and be a valuable resource to our clients as we work to fulfill their real estate needs.

[WWW.SOLDBYDO.COM](http://WWW.SOLDBYDO.COM)



@drealtormom



@drealtormom







# About Dee

A Houston native, Dee started her professional career as an Administrative Assistant with Compaq Computer as a junior in high school, highlighting her talent for organizing and managing tasks efficiently - one of the foundations to her success.

As a senior in high school, she joined ExxonMobil as an Occupational Education Student and was quickly promoted to a Technical Specialist, where she remained with the company for over nine years after graduation. After accepting a role with American Express as a Deployment Analyst and working various roles throughout her fourteen-year tenure with the company, she realized that the role of Account Management was something that complimented her personality - connecting with people. This was the birth of her true calling into real estate.

Dee is a Houston Association of Realtors® (HAR) Platinum Agent, so one can expect faster response times, marketing and promoting of a seller's listing, providing buyers with reports on real estate market trends, and more. This Platinum-level service is available to empower clients with the most sophisticated and powerful array of technology tools needed for a successful transaction. She is also a Certified Negotiation Expert (CNE) - a designation that is of great benefit to her clients where advanced negotiation skills are needed to help all parties achieve goals. In addition, she is a member of the Greater Houston Builders Association (GHBA), the Houston Black Real Estate Association (HBREA), part of the Top 10 Producing Agents with JLA Realty, and the JLA Realty Topaz & Pearl Producer Awards Recipient with nearly 10 million in home sales annually.

With Dee your relationship won't end at the closing table, she will be available to you for any additional resources needed for your current and future home needs. She services all of the greater Houston and surrounding areas. Dee loves celebrating with her clients through her fun & unique Client Appreciation Events and Housewarming Parties.





# REALTY

## OUR VALUES

We cultivate a spirit of collaboration, innovation, and integrity by offering a complete suite of today's best marketing and real estate services. We deliver a successful and proven way to professionally transact business with the highest transparency. Creativity, locality, quality and passion are fundamental to our success and growth.

## OUR SERVICE

We are committed to work with you to market your home. We have helped hundreds of clients successfully sell their homes for top dollar through our proven marketing, expert personal service, modern technology and project management strategies for communication and organization. We are confident we can sell your home for the best possible price in today's market. Your right is to evaluate how well we live up to this standard and end the listing agreement at any point with no penalties or obligation if we do not deliver the services we promise.

## PROFESSIONALISM & INTEGRITY

We pay attention to our client's needs and we know every listing and neighborhood inside and out. Our clients know we do our homework. We work hard to get our clients the best possible outcome. We skillfully guide you through every step of your real estate transaction. Integrity and transparency are the core of how we work.



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*We Work to Get Your Home Sold!*

## **Proven Marketing Plan**

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Our home seller program is designed to be proactive and also provides customized service to our clients. We do not get paid until your home successfully sells.

Our goal is to help sellers sell their homes for top dollar in the shortest amount of time. Our team's proactive and innovative approach to marketing consistently delivers on these goals.

We have the most advanced real estate marketing platform available. Our team uses cutting edge technology along side traditional marketing. This means more exposure for your home so that you can get the most money on your sale.

## **Online appeal is the new curb appeal**

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We use beautiful photography, lifestyle video and high quality print collateral to tell the story of your home. Professional photos, videos, 3D tours, social media, and professional staging all make a huge difference in achieving top dollar.

# THE HOME SELLING PROCESS

*Our goal is to make your home selling experience as seamless as possible, with the least amount of stress and the most money in your pocket.*

## 01

### THE DECISION

You have made the huge decision to sell your home. Start strategizing a target move out timeframe.

## 02

### THE HIRE

You hire a Realtor to consult you on the many important factors involved in selling a home as well as negotiate on your behalf and deal with any issues that may arise along the way.

## 03

### THE PRICE

Your agent can help you evaluate the real estate market and all relative factors about the property so you can be sure not to over or underprice your home.

## 04

### THE PREPARATION

It's a beauty competition. Ensure your home remains clean, staged, and landscaped throughout the process. You want your home to look its absolute best from the professional photo shoot through close of escrow.



# 05

## THE MARKETING

We will market your home on many platforms to ensure it is seen by as many potential buyers as possible.

# 06

## THE NEGOTIATION

Your agent will help you negotiate buyer offers to purchase as well as any requests for repairs and/or credits during the inspection period.

# 07

## THE MOVE

The buyers will perform a final visit to verify the condition of the property. Once the closing documents are signed and the buyer's final funds are received, the deed is recorded with the County Recorder's Office and escrow is officially closed.

# 08

## THE CLOSE

Time to celebrate the sale of your home! You complete the move out, in preparation for closing, ensuring the home is in stellar move in condition with all negotiated repairs complete (with documented receipts).

## WHAT AFFECTS THE PRICE OF YOUR HOME?

### **LOCATION**

Homes in more desirable neighborhoods, homes closer to shopping and entertainment, or homes that come with additional community amenities, command higher prices.

### **MARKET**

The performance of the market has an impact on pricing - such as current home inventory and interest rates.

### **CONDITION**

Homes in the best condition with the most up to date amenities bring a higher price than a dated home or one with standards amenities.

### **TERMS**

Your terms can affect how your home is priced. How soon you can move, whether or not you will make repairs, if you're offering a home warranty, and more can make a difference.

## WHAT DOES NOT AFFECT THE PRICE OF YOUR HOME

### **COST**

What you paid for your home does not matter.

### **PROCEEDS**

How much you need to net from the sale does not matter.

### **COLLATERAL**

How much you owe on your property does not matter.

### **OPINION**

What you or anyone else thinks it's worth does not matter.



# BENEFITS OF PROPER PRICING



## **FASTER SALE**

When your home is priced correctly, you will succeed in targeting the correct buyer.



## **LESS INCONVENIENCE**

Properly priced homes are on the market for less time, meaning fewer showing disruptions.



## **INCREASED AGENT EXPOSURE**

Agents are excited to show properly priced homes



## **INCREASED PROSPECT EXPOSURE**

Your home will see more buyers in the correct price range



## **HIGHER OFFERS**

More interest creates more offers and bidding wars.



## **HELPS COMPETITION**

Overpriced homes make other homes look like better deals.



## **PRESENTS APPRAISAL HURDLES**

Overpriced homes may exceed appraised value and could ruin a deal.

# WE MAKE LISTINGS SHINE



Today's property buyers are armed with more information than ever. They tell their agents which properties they want to see. They have already rejected listings with too few or poor quality photos. It is absolutely vital that your online listing has high-impact photos, videos, and tours to make a lasting first impression that will motivate buyers to come see your property for themselves. This could include:

- Photography
- Photo Editing
- Staging and Repair
- Virtual Tours
- Custom Listing Website
- Example: [222.123YourAddress.com](http://222.123YourAddress.com)
- Luxury Listing Packages \$600k+





# PROFESSIONAL PHOTOGRAPHY + LIFESTYLE VIDEO



Today, 95% of homebuyers begin their search online. That means you only have one chance to make a great first impression, and the photographs in your listing will matter.

The quality of the photographs people see online may be the most important factor in how well you promote your home.

Professional photos will help sell your listing quicker, for more money, and attract more buyers.

Our real estate photographers know how to capture your house in the best lighting and take the photo from just the right angle to show off the best features.



## Advantages to Proper Staging

- Increases the likelihood of a higher sales price
- Gives the impression of a well-maintained home
- Helps justify the asking price
- Makes the home seem larger
- Gives every room a purpose
- It helps buyers see themselves in the house
- Puts your home above the competition
- Creates a “must-see” home through photography
- Gives you a head start on packing

## STAGING YOUR HOME TO SELL



EYE CANDY



# INNOVATIVE DIGITAL MARKETING



WE HAVE THE RESOURCES TO CREATE HIGH-TRAFFIC ADS. WE POST MORE OFTEN AND PERFORM THE EXTRA STEPS THAT ENSURE YOUR LISTING COMES UP FAST AND TO THE RIGHT DEMOGRAPHIC.

To reach 98% of buyers who search online, we market every property in three key places:

## 1) Search Engine Optimization

Google, Bing, Yahoo. Nobody knows search engines better! Most international buyers and high-priced sales come through local keyword search. We are experts in both organic and paid results.

## 2) Listing Portals

We showcase your property on popular sites like Zillow, Trulia, Realtor.com, and 350+ additional real estate search sites. We want to make sure your property is showing up wherever buyers may be searching.

## 3) Social Media

Facebook, Twitter, Instagram, YouTube, and Pinterest. We market your property through the most popular social networks, through paid posts, and our already existing large audience. We will also provide you with great marketing tools to share your property with your own social media world.

# Who Pays for Closing Costs?

## BUYER PAYS

- Title insurance premiums
- Escrow fee
- Document preparation (if applicable)
- Notary fees
- Recording charges for all documents in buyers' names
- Tax proration (from date of acquisition)
- All new loan charges (except those required by lender for seller to pay)
- Appraisal fee
- Prorated HOA dues, if applicable
- Inspection fees (roof, pool, property inspection, pest, geological, etc.)
- Home warranty (according to contract)
- City transfer tax (according to contract)
- Fire insurance premium for the first year

## SELLER PAYS

- Real estate commission - Listing Brokerage
- Document preparation for the deed
- Documentary transfer tax
- The payoff of all loans against property
- Interest accrued on loans being paid off, reconveyance fees, and repayment penalties
- Home warranty (if specified in the contract)
- Any judgment or tax liens against the seller
- Property tax proration
- Prorated HOA dues, if applicable
- HOA fee for providing all updated homeowner's documents, if applicable
- Bonds or assessments
- Delinquent taxes
- Notary and recording fees
- Negotiated credits to the buyer, if any
- Negotiated repairs, if any



# Thank you!

*I can't wait to go on this journey with you!*

Thank you for choosing me as your Realtor®. I work very hard to get my clients the best deal possible, and I am excited to build this relationship with you.

*Deborah Oliver*



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*Let's be friends!*