THE ULTIMATE

SELLER'S *guide*



PINEHURST REALTY

Tracy Hurst

Experienced Real Estate Agent

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SELL YOUR HOME WITH CONFIDENCE!



Welcome to The Home Seller's Guide!
Gain the knowledge and confidence to sell your home successfully.
Explore the 20 interesting topics covered in this guide.

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WELCOME





ABOUT ME



Hello! I'm Tracy Hurst, a dedicated and experienced real estate agent.

With 10 years of experience in the industry, I have helped numerous clients successfully navigate the home buyer process. I hold numerous certifications & designations, including At Home With Diversity (AHWD), Graduate, REALTOR® Institute (GRI), Military Relocation Professional (MRP), Short Sales and Foreclosure Resource (SFR®), and is a graduate of the Texas REALTORS® Leadership Program (TRLP), one of the Texas Association of REALTORS®' highest leadership honors. I am committed to staying up-to-date with the latest market trends and industry best practices. I understand that buying a home can be a significant life event, and I am here to guide you every step of the way with professionalism and expertise. Feel free to reach out to me and let's discuss how I can help you achieve your real estate goals.

Tracy Hurst

Broker/Owner

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BUYING A HOME IN EAST TEXAS

ONE AGENT. SEVEN JOBS.

Hiring an agent isn't hiring someone to unlock doors. It's hiring seven specialists who happen to share one phone number.

SCOUT
Filters a thousand listings down to the four actually worth your Saturday.

ANALYST
Tells you what a house is worth — not what it's listed for.

NEIGHBOR
Knows the schools, the flood maps, and which street floods anyway.

CONNECTOR
Already has the lender, inspector, and roofer on speed dial.

NEGOTIATOR
Handles the counteroffer, the repair ask, and the awkward parts.

COORDINATOR
Tracks every deadline and signature between contract and keys.

ADVOCATE
And the one nobody else can cover: the only person at that table whose job is your side of it.

PINEHURST REALTY

Tracy Hurst
BROKER / OWNER
903-752-6975 · Pinehurst Realty LLC

WHY YOU SHOULD WORK WITH ME

as Your Real Estate Partner



Local Expertise with Proven Success

When it comes to selling your home, who you partner with truly matters. With years of experience in the local market, I bring in-depth knowledge of the neighborhoods, schools, and amenities that buyers are looking for. I've successfully guided countless homeowners through the selling process, helping them maximize their home's value and secure the best possible deal. My track record includes over 50 homes sold above asking price in the last year, proving my ability to achieve outstanding results for my clients.

Personalized Service Tailored to You

Every home is unique, and so is every homeowner's journey. I believe in creating a personalized marketing plan for each property, ensuring it stands out in the marketplace. From professional photography and virtual tours to targeted online marketing, I know how to position your home to attract serious buyers. I'm always available to answer your questions and provide updates so that you're never left wondering where you stand.

Access to a Network of Trusted Professionals

Selling a home involves many moving parts, and having the right team in place is crucial. I've built a network of reliable professionals—stagers, photographers, contractors, and inspectors—who can make your home shine and ensure a smooth, successful transaction. I work closely with each of them to deliver a seamless experience that gets results. You'll also benefit from my access to industry-leading tools, from advanced digital marketing strategies to exclusive MLS listings.

Results-Driven Approach

My focus is simple: I work hard to get you the best price for your property in the shortest amount of time. I use data-driven pricing strategies, comparative market analysis, and insights from years of negotiation experience to give you a competitive edge.

FAIR HOUSING AND EQUAL OPPORTUNITY

As a Broker/Owner of Pinehurst Realty LLC, I am committed to providing equal housing opportunities to all clients, adhering strictly to Fair Housing Laws and the NAR Code of Ethics. These laws ensure that every individual has the right to purchase, sell or rent property without facing discrimination based on their race, color, religion, sex, disability, familial status, or national origin.

My Commitment to Equal Opportunity

I am committed to fostering an inclusive real estate experience where all clients, regardless of background, are given equal access to housing opportunities. This includes:

- **Equal Treatment:** Regardless of your race, color, religion, sex, disability, familial status, or national origin, I am committed to providing the same level of service, access to listings, and support throughout the transaction.
- **Fair Housing Compliance:** I fully support the Fair Housing Act, which prohibits discrimination in all real estate transactions. My priority is to help you find the perfect home, free from bias or prejudice.
- **Transparent Communication:** My role is to ensure that every decision is made transparently and without favoritism, providing clear, open communication at every step.
- **Upholding Ethical Standards:** As part of my commitment to the NAR Code of Ethics, I uphold the highest standards of professionalism, integrity, and fairness, ensuring that every client has equal access to housing opportunities.

Seller Responsibilities

As a homeseller, you have to:

- **Treat All Buyers Equally**

Regardless of a buyer's background or characteristics, you must offer equal access to your home. Ensure that you:

- Avoid refusing to negotiate with or sell to a buyer based on their race, religion, or any other protected status.
- Present all offers fairly and without bias.
- Ensure that your communication is free of discriminatory language or preferences.

THE SELLER ROADMAP

1

Preparing Your Home

Get your home ready for sale by decluttering, deep cleaning, and making necessary repairs or improvements.

2

Setting the Right Price

Research the market, consult with a real estate agent, and determine a competitive and realistic listing price for your home.

3

Professional Photography

Hire a professional photographer to capture high-quality images that showcase your home's best features and attract potential buyers.

4

Marketing and Advertising

Create a comprehensive marketing plan that includes online listings, social media promotion, and traditional advertising methods to reach a wide audience.

5

Showcasing Your Home

Stage your home to create a welcoming and appealing atmosphere for potential buyers during showings and open houses.

6

Negotiating Offers

Review and negotiate offers with the assistance of your real estate agent to ensure you get the best possible deal for your home.

7

Completing the Paperwork

Prepare and gather all necessary documents, such as disclosure forms and sales contracts, to streamline the closing process.

8

Conducting Inspections and Appraisals

Allow qualified professionals to conduct inspections and appraisals to provide potential buyers with peace of mind and ensure a smooth transaction.

9

Closing the Sale

Work closely with your real estate agent, attorneys, and other parties involved to navigate the closing process and finalize the sale of your home.

ABOUT YOU/HOME

Questions to Consider Before Selling Your Home



Are you considering selling your home in the near future?

What are your goals and expectations for the home selling process?

Have you previously sold a home? If so, what was your experience like?

What specific features or qualities of your home do you believe make it unique or desirable?

Are there any specific concerns or challenges you anticipate in the selling process?

What is your preferred timeline for selling your home?

Have you worked with a real estate agent in the past?
If so, what qualities or attributes are important to you in an agent?

Are you familiar with the current real estate market conditions in our area?

What is your preferred method of communication throughout the selling process?

Do you have any questions or additional information you would like to discuss?

PREPARING YOUR HOME FOR SALE



Remove personal items to create a clean and spacious environment

Maximize Curb Appeal

Rearrange furniture to create open spaces

Open curtains and blinds to let in natural light

Organize Storage Spaces

Deep Clean

Fix any visible issues

Consider repainting walls in neutral tones

PRE-LISTING CHECKLIST

Preparing your home before listing it on the market is essential to make a great first impression on potential buyers. A well-organized home that is clean, staged, and properly maintained can significantly impact how quickly it sells and for what price.

Decluttering and Cleaning

- [ ] Depersonalize your home by removing family photos, personal collections, and items that reflect your unique style.
- [ ] Clear out excess items from counters, closets, and storage areas. Consider donating or storing belongings you don't need.
- [ ] Ensure that your home is thoroughly cleaned, including carpets, windows, floors, and fixtures.

Repairs and Maintenance

- [ ] Take care of small repairs like leaky faucets, chipped paint, squeaky doors, or broken light fixtures.
- [ ] Ensure that major systems like plumbing, electrical, HVAC, and the roof are in good working order.
- [ ] Consider updating outdated appliances, fixtures, or finishes to give your home a fresh, modern appeal.

Staging

- [ ] Rearrange furniture to create inviting spaces that show off your home's best features. Remove unnecessary pieces that make rooms feel smaller.
- [ ] Make sure the exterior of your home is tidy and welcoming. Mow the lawn, trim hedges, plant flowers, and pressure wash driveways or walkways.
- [ ] Use neutral colors and décor to appeal to a wider range of buyers. Consider adding fresh flowers, artwork, or soft lighting to create a warm atmosphere.

Documentation and Paperwork

- [ ] Property Title and Deed: Make sure your title is clear and you have access to all relevant property documents.
- [ ] If your home is in a homeowner's association, gather HOA documents, including fees, rules, and regulations.
- [ ] Provide a record of past utility bills, service records for major appliances, and warranties that may be transferred to the new owners.

Marketing Preparation

- [ ] Schedule a professional photographer to take high-quality photos of your home. Great photos are key to attracting buyers online.
- [ ] Be ready for showings by keeping your home in show-ready condition at all times. Create a plan for family members to leave during showings.







CAPTIVATING LISTING PHOTOS



Showcase Your Home's Best Features

- Highlight the unique selling points of your home, such as architectural details, spacious rooms, or upgraded finishes.
- Capture visually appealing shots that emphasize natural light, open layouts, and any exceptional views your property may offer.
- Prior to taking photos, declutter and remove personal items to create a clean and clutter-free environment.
- Stage each room to showcase its potential and create a sense of warmth and livability.





Outdoor Spaces

- Highlight outdoor areas, such as gardens, patios, or pool areas, to showcase the full potential of your property.
- Ensure these spaces are well-maintained, tidy, and inviting.
- Capture photos that convey a sense of lifestyle, inviting potential buyers to envision themselves enjoying these outdoor spaces.

Enhance Lighting and Atmosphere

- Open curtains and blinds to allow natural light to flood the space, creating a bright and welcoming atmosphere.
- Use strategically placed lighting, such as lamps or pendant lights, to add warmth and depth to the photos.



MARKETING STRATEGY

01

Traditional Marketing

- Our dedicated team will employ traditional marketing methods, including print media, flyers, and direct mail campaigns, to effectively promote your home to potential buyers.
- We will strategically place eye-catching property signage that includes clear contact information, attracting the attention of passersby and generating interest.
- Our team will make use of local newspapers, real estate magazines, and community bulletin boards to showcase your home's unique features and capture the interest of interested buyers in the area.

02

Digital Marketing

- Our experienced team will leverage the power of digital marketing to expand the reach of your property to a wider audience of potential buyers.
- We will create compelling listings on popular real estate websites and online platforms, ensuring your home gains maximum exposure.
- Through the use of professional photography and captivating virtual tours, we will effectively showcase your home's unique features, engaging online viewers and sparking their interest.

03

Social Media Promotion

- With our social media expertise, we will harness the power of platforms like Facebook, Instagram, and Twitter to effectively promote your property.
- Our team will create visually appealing posts that highlight your home's best attributes, accompanied by engaging descriptions that capture the attention of potential buyers.
- Through targeted advertising options, we will ensure your property reaches the right audience, leveraging specific demographics and geographic areas to maximize visibility and generate interest.

SETTING THE RIGHT PRICE





Setting the right price is crucial for a successful home sale.

1 Work closely with your real estate agent to analyze market trends, comparable sales, and local conditions to determine an optimal listing price.

2 Conduct a comparative market analysis (CMA) to assess the value of your home in relation to similar properties in the area.

3 Consider factors such as location, size, condition, amenities, and recent upgrades or renovations when evaluating your home's worth.

4 Be open to adjusting the price based on buyer feedback, market conditions, and the length of time your home has been on the market.

REMEMBER, AN ACCURATELY PRICED HOME STANDS A BETTER CHANCE OF GENERATING INTEREST, ATTRACTING OFFERS, AND ACHIEVING A SUCCESSFUL SALE.

**Pricing too high may deter potential buyers, while pricing too low could undervalue your property.*

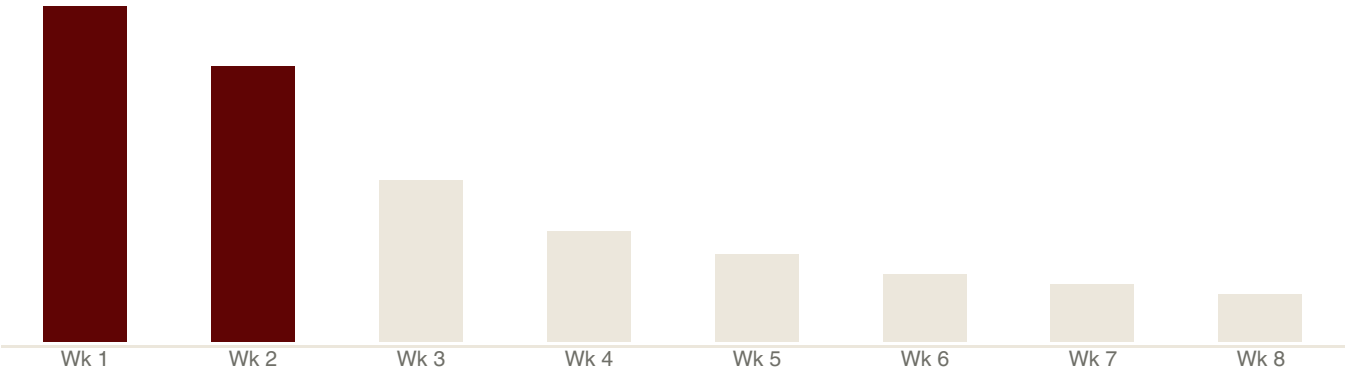
WHY THE FIRST TWO WEEKS MATTER

HOME SELLER GUIDE

PINEHURST REALTY

A new listing is never more interesting than it is on day one. What happens in the first fourteen days tends to set the price you end up accepting.

SHOWING INTEREST BY WEEK ON MARKET (typical pattern)



- **Your buyers are already waiting.**
  The people most likelyto buy yourhome have had a saved search running for weeks. The morning you go live, your listing lands in every one of those inboxes at once. That built-up audience never comes back a second time.

- **Days on market becomes the story.**
  After twoor threeweeks, buyers stop asking what the home is worth and start asking what is wrong with it. The same house, unchanged, quietly reads as a home other people passed on.

- **Chasing the market costs more than starting at it.**
  Sellerswho price highandreduce laterusually sellforless than sellers who priced correctly at launch, and they wait longer to do it. Each reduction resets the conversation on your terms less and less.

OUR FIRST-14-DAYS CHECKLIST

- Photography, floor plan, and copy finished before the listing goes public
- Launch mid-week so the listing is fresh going into the weekend
- Every showing request answered same day, no exceptions
- Feedback collected after each showing and shared with you weekly
- Traffic and saved-listing counts reviewed with you on day 14

If we reach day fourteen without solid showing traffic, that is information, not a failure — and we adjust while your listing is still fresh.

Tracy Hurst, Broker/Owner |903-752-6975 | Pinehurst Realty LLC

COMMISSION STRUCTURE

When selling your home, it's important to have a clear understanding of how real estate agent commissions are structured and what you're paying for. A typical real estate transaction involves two agents: the listing agent (who represents you, the seller) and the buyer's agent (who represents the buyer). Both agents are compensated through the commission you pay as the seller. Below is a breakdown of how these commissions work and how they are divided.

Total Commission Percentage

The total commission is typically calculated as a percentage of the sale price of your home. This percentage is agreed upon when you sign a listing agreement with your agent. Common commission rates range between 5% and 6% of the home's sale price, but this can vary depending on the market and specific agreements.

Division Between Agents

The total commission is usually split between the listing agent and the buyer's agent. A typical split might look like this:

- Listing Agent: 2.5% to 3%
- Buyer's Agent: 2.5% to 3%

For example, if your home sells for $400,000 and the agreed-upon total commission is 6%, the total commission would be $24,000. This might be split equally between the two agents, with $12,000 going to the listing agent and $12,000 going to the buyer's agent.

Commission Transparency

Understanding the commission breakdown is crucial to avoid misunderstandings at closing. Key points to consider include:

- **Negotiable Rates:** Commissions can be negotiated; ensure the agreed percentage reflects the services provided.
- **Service Breakdown:** Request a clear list of services from your agent (e.g., marketing, staging) to confirm value for the commission.
- **Payment Process:** Commissions are typically paid from sale proceeds at closing, managed by the escrow company or attorney, so no upfront payment is needed.

How to Avoid Disputes

Make sure the commission rate and division between the agents are clearly outlined in your listing agreement to prevent any disputes at closing.

TYPES OF COMPENSATION SCENARIOS

Seller-Paid Commissions

Sellers may choose to offer compensation to a buyer's agent, but this amount can no longer be advertised on the MLS. Instead, the offer must be shared privately and disclosed in the buyer's written agreement.

- You can still offer a flat fee or percentage to the buyer's agent as part of the overall offer terms.
- This can help make your property more appealing to buyers working with agents.

Benefit to Seller: Offering buyer-agent compensation can widen your buyer pool while maintaining control over terms.

Negotiated or Reduced Commission

Buyers and sellers negotiate compensation directly. In this flexible approach, the buyer may request a seller credit to help cover their agent's fee, which can be included in the purchase offer or closing cost negotiations.

- Not required, but can help facilitate a smoother transaction.
- Should be clearly stated in the purchase contract if agreed upon.

Benefit to Seller: You decide whether to contribute and how much, based on the offer and your bottom line.

Buyer-Paid Commissions

Buyers may pay their own agent out of pocket or through financing (if allowed by their lender). The agent's payment amount and method must be detailed in the Buyer Representation Agreement, which is signed before touring homes.

- You are not required to offer compensation to the buyer's agent.
- Buyers are now responsible for understanding and negotiating their agent's fees.

Note: Even if you're not paying a buyer's agent, their compensation may still affect the offer terms (e.g., if the buyer asks for a credit to cover the fee).

SELLER AGREEMENT

The Seller Representation Agreement is a formal contract that outlines the relationship between you and your real estate agent. This agreement ensures both parties understand their responsibilities and protects your interests throughout the home-selling process.

**The full contract will be attached for your review.*

My Services Include:

- **Market Analysis and Pricing Strategy:** We conduct a comparative market analysis to set a competitive listing price based on recent sales, market trends, and local demand.
- **Home Staging and Presentation Guidance:** We provide tips for staging your home, including cleaning, decluttering, and improvements to enhance its appeal.
- **Marketing and Advertising:** Your home will be marketed through:

-*Online Marketing:* Utilizing real estate websites and social media.

-*Open Houses/Private Showings:* Arranging and managing showings for qualified buyers.

- **Negotiation and Offer Management:**We handle all offers and negotiations, presenting offers, advising on strategies, and managing counteroffers.
- **Contract and Transaction Management:** We oversee the sale process, including:

-*Paperwork and Documentation:* Ensuring accuracy and legality.

-*Inspections and Appraisals:* Coordinating necessary evaluations.

- **Closing Assistance:** Guiding you through the closing process for a successful sale.

Seller Responsibilities:

- **Maintaining the Home for Showings**

As the seller, you are responsible for keeping the property in clean and presentable condition for showings and open houses. This ensures that potential buyers see the home in its best light.

- **Disclosing Property Information**

You are required to disclose any known defects or issues with the property, as per local and state laws. This includes providing accurate information about repairs, upgrades, and any potential concerns that may affect the buyer's decision.

- **Cooperation with Showings and Appointments**

You agree to allow reasonable access to the home for showings, inspections, and appraisals. Timely cooperation with these appointments is essential for moving the process forward.

Please review the full Seller Representation Agreement attached. Once signed, we will begin working together to help you sell your home.

11-03-2025

Information About Brokerage Services

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

EQUAL HOUSING OPPORTUNITY

TYPES OF REAL ESTATE LICENSE HOLDERS:

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

WRITTEN AGREEMENTS ARE REQUIRED IN CERTAIN SITUATIONS: A license holder who performs brokerage activity for a prospective buyer of residential property must enter into a written agreement with the buyer before showing any residential property to the buyer or if no residential property will be shown, before presenting an offer on behalf of the buyer. This written agreement must contain specific information required by Texas law. For more information on these requirements, see section 1101.563 of the Texas Occupations Code. **Even if a written agreement is not required, to avoid disputes, all agreements between you and a broker should be in writing and clearly establish: (i) the broker's duties and responsibilities to you and your obligations under the agreement; and (ii) the amount or rate of compensation the broker will receive and how this amount is determined.**

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

AS AGENT FOR OWNER (SELLER/LANDLORD): The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent by the buyer or buyer's agent. **An owner's agent fees are not set by law and are fully negotiable.**

AS AGENT FOR BUYER/TENANT: The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent. **A buyer/tenant's agent fees are not set by law and are fully negotiable.**

AS AGENT FOR BOTH - INTERMEDIARY: To act as an intermediary between the parties the broker must first obtain the written agreement of each party to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
  - that the owner will accept a price less than the written asking price;
  - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
  - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

A LICENSE HOLDER CAN SHOW PROPERTY TO A BUYER/TENANT WITHOUT REPRESENTING THE BUYER/TENANT IF:

- The broker has not agreed with the buyer/tenant, either orally or in writing, to represent the buyer/tenant;
- The broker is not otherwise acting as the buyer/tenant's agent at the time of showing the property;
- The broker does not provide the buyer/tenant opinions or advice regarding the property or real estate transactions generally; and
- The broker does not perform any other act of real estate brokerage for the buyer/tenant.

Before showing a residential property to an unrepresented prospective buyer, a license holder must enter into a written agreement that contains the information required by section 1101.563 of the Texas Occupations Code. The agreement may not be exclusive and must be limited to no more than 14 days.

LICENSE HOLDER CONTACT INFORMATION: This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

PineHurst Realty LLC	**9017011-BB**	**tracy@pinehurst-realty.com**	**(903)752-6975**
Name of Sponsoring Broker (Licensed Individual or Business Entity)	License No.	Email	Phone
Tracy Hurst	**669754-B**	**tracy@pinehurst-realty.com**	**(903)752-6975**
Name of Designated Broker of Licensed Business Entity, if applicable	License No.	Email	Phone
Name of Licensed Supervisor of Sales Agent/Associate, if applicable	License No.	Email	Phone
Tracy Hurst	**669754-B**	**tracy@pinehurst-realty.com**	**(903)752-6975**
Name of Sales Agent/Associate	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials _____ _____ Date _____

THE TEXAS REAL ESTATE COMMISSION (TREC) REGULATES

REAL ESTATE BROKERS AND SALES AGENTS, REAL ESTATE INSPECTORS,

HOME WARRANTY COMPANIES, EASEMENT AND RIGHT-OF-WAY AGENTS,

AND TIMESHARE INTEREST PROVIDERS

YOU CAN FIND MORE INFORMATION AND

CHECK THE STATUS OF A LICENSE HOLDER AT

WWW.TREC.TEXAS.GOV

YOU CAN SEND A COMPLAINT AGAINST A LICENSE HOLDER TO TREC

A COMPLAINT FORM IS AVAILABLE ON THE TREC WEBSITE

TREC ADMINISTERS THE REAL ESTATE RECOVERY TRUST ACCOUNT WHICH MAY BE USED TO SATISFY A CIVIL COURT JUDGMENT AGAINST A BROKER, SALES AGENT, OR EASEMENT OR RIGHT-OF-WAY AGENT, IF CERTAIN REQUIREMENTS ARE MET.

REAL ESTATE INSPECTORS ARE REQUIRED TO MAINTAIN ERRORS AND OMISSIONS INSURANCE TO COVER LOSSES ARISING FROM THE PERFORMANCE OF A REAL ESTATE INSPECTION IN A NEGLIGENT OR INCOMPETENT MANNER.

PLEASE NOTE: INSPECTORS MAY LIMIT LIABILITY THROUGH PROVISIONS IN THE CONTRACT OR INSPECTION AGREEMENT BETWEEN THE INSPECTOR AND THEIR CLIENTS. PLEASE BE SURE TO READ ANY CONTRACT OR AGREEMENT CAREFULLY. IF YOU DO NOT UNDERSTAND ANY TERMS OR PROVISIONS, CONSULT AN ATTORNEY.

IF YOU HAVE QUESTIONS OR ISSUES ABOUT THE ACTIVITIES OF
A LICENSE HOLDER, THE COMPLAINT PROCESS, OR THE
RECOVERY FUNDS, PLEASE VISIT THE WEBSITE OR CONTACT TREC AT

TREC
TEXAS REAL ESTATE COMMISSION

TEXAS REAL ESTATE COMMISSION

P.O. BOX 12188

AUSTIN, TEXAS 78711-2188

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CN 1-5
TXR 2503

Maximize the impact of open houses to attract interested buyers.



OPEN HOUSES AND SHOWINGS

Get tips for impressive showings that highlight your home's best features.

Prepare Your Home

- Declutter and clean each room thoroughly to create a tidy and welcoming atmosphere.
- Stage your home strategically, highlighting its best features and creating a sense of space and flow.
- Make sure all lights are turned on, blinds or curtains are open to maximize natural light, and any unpleasant odors are eliminated.

Create an Inviting Ambiance

- Set the temperature at a comfortable level to make potential buyers feel at ease during their visit.
- Play soft background music to create a pleasant ambiance and help set the mood.
- Add fresh flowers or a subtle air freshener to create a pleasant and inviting scent throughout the home.

Provide Information and Space

- Prepare informational brochures or fact sheets about the home's features, upgrades, and neighborhood amenities for potential buyers to take with them.
- Give visitors enough space to explore and envision themselves living in the home. Avoid overcrowding.
- If possible, offer water bottles or light snacks to make visitors feel welcome and comfortable during their visit.



CONTINGENCIES IN OFFERS

What Seller Need to Know

When you receive an offer from a potential buyer, it may include ***contingencies***—specific conditions that must be met for the sale to go through. While these contingencies are meant to protect the buyer, they can also impact you as the seller.

- ***Financing Contingency***

A financing contingency allows the buyer to back out of the sale if they cannot secure a mortgage. The buyer has a certain period to get final loan approval, and if they fail to do so, they can withdraw without penalty.

- ***Home Inspection Contingency***

An inspection contingency gives the buyer the right to have the home professionally inspected before finalizing the purchase. If significant issues are found, the buyer can ask for repairs, a price reduction, or withdraw from the deal.

- ***Appraisal Contingency***

With an appraisal contingency, the sale depends on the property being appraised at or above the buyer's offer price. If the home is appraised for less than the sale price, the buyer can request a lower price, ask you to cover the difference, or cancel the contract.

- ***Home Sale Contingency***

A home sale contingency allows the buyer to make the purchase contingent on selling their current home. If their home doesn't sell within a specified timeframe, they can back out of the deal.

- ***Title Contingency***

A title contingency allows the buyer to review the home's title report to ensure there are no legal issues or liens on the property. If a problem is found, the buyer can ask for the issue to be resolved or withdraw from the deal.



NAVIGATING THE NEGOTIATION PROCESS

Craft a compelling offer

We understand the power of a strong offer. Instead of merely presenting a price, we create a comprehensive offer package that includes contingencies and other terms that suit your goals while remaining appealing to the seller.

Leverage market knowledge

Staying well-informed about current market trends and recent sales in the area is an integral part of the negotiation strategy. By demonstrating your understanding of the market, you position yourself as a knowledgeable buyer or seller, gaining an advantage in negotiations.

Conduct thorough due diligence

Before entering negotiations, conduct comprehensive due diligence on the property and its surrounding area. Uncover any potential issues or red flags that could affect the value or desirability of the property.

Uncover the seller's motivation

Understanding the seller's motivation is key to formulating a winning negotiation strategy. Skilled agents probe for information and identify factors that may influence the seller's decision. Whether it's a quick sale, downsizing, or other personal circumstances, tailoring your offer to meet the seller's top goals can give you a leg up over other offers.

Use multiple channels of communication

Effective communication is paramount in negotiations. Our Team employs a variety of channels to keep the lines of communication open, including face-to-face meetings, phone calls, emails, and even social media platforms.

Prioritize non-monetary incentives

We advise clients to consider offering attractive terms, such as a flexible closing date or skipping certain contingencies. These incentives can tip the scales in your favor, even if your initial offer isn't the highest one on the table.

Maintain confidentiality

Our Team emphasizes keeping sensitive information private. By maintaining confidentiality, you preserve your negotiating position and prevent sensitive details from being exploited by the other party.

Prepare for counteroffers

Handling counteroffers requires careful consideration and an understanding of market dynamics. We will help you assess each counteroffer and provide guidance on how to respond effectively. We will leverage our expertise and knowledge of the local market to ensure that you negotiate from a position of strength while keeping your ultimate objectives in mind.

INSPECTIONS & APPRAISALS



Importance of Home Inspections

- Home inspections are a crucial step in the home selling process to assess the condition of your property.
- They provide buyers with an understanding of the home's structural integrity, systems, and issues.
- Encourage buyers to conduct inspections as it builds trust and confidence in the property's condition, minimizing surprises during the transaction.
- Be prepared to address any issues that may arise during inspections, such as repairs or negotiations on the selling price.



Preparing for the Appraisal Process

- The appraisal process determines the market value of your home and is required by the buyer's lender.
- Prior to the appraisal, ensure your home is in top condition, both aesthetically and functionally.
- Make necessary repairs and improvements to maximize your home's value and appeal to the appraiser.
- Provide the appraiser with relevant information about recent upgrades, renovations, or unique features that may positively impact the appraisal.



Understanding

UNDER CONTRACT

When a property is "Under contract," it means that a buyer has submitted an offer, and the seller has accepted it.

Services Provided

I will keep you informed of important deadlines and requirements, ensuring that all necessary documents are properly completed and submitted.

I'll work closely with attorneys and other professionals involved in the transaction to ensure compliance with legal requirements and protect your interests.

As your dedicated real estate agent, I will guide you through the under contract phase, providing expertise and support.

I will communicate and negotiate with the buyer's agent on your behalf, working to achieve the best possible outcome.

If any issues or challenges arise during the under contract phase, I will leverage my expertise and network to find solutions and facilitate a successful closing.

I will coordinate the necessary steps to move the transaction forward smoothly, including inspections, appraisals, and other contingencies.

I will review the contract in detail, ensuring that all terms and conditions align with your expectations and protect your interests.

Rest assured that I am committed to representing your best interests and ensuring a smooth and successful transition to the closing stage.

WHAT YOU'LL ACTUALLY NET

HOME SELLER GUIDE

PINEHURST REALTY

Your sale price is not your take-home. Here is where the difference goes, and roughly what to expect on a $350,000 sale in East Texas.

Sale price	**$350,000**
Mortgage payoff (principal + interest to funding)	– 196,400
Real estate commissions (illustrated at 5.5%)	– 19,250
Owner's title policy	– 2,180
Escrow / closing fee	– 450
Survey or T-47 affidavit	– 550
Property tax proration (Jan. 1 to closing)	– 3,400
Repairs negotiated after inspection	– 1,800
Buyer's home warranty	– 600
Recording, release, courier, wire fees	– 300
ESTIMATED NET PROCEEDS TO SELLER	**$125,070**

A few of these are negotiable — and a few surprise people

Commissions. Every fee is negotiable,includingwhatisofferedtothebuyer'sagent. We put the number in writing before your home ever hits the market.

Title policy. In Texas it is customary for the seller to buy the owner's title policy for the buyer. It is the largest line most sellers do not see coming, and it scales with sale price.

Tax proration. Texas property taxes are billed in arrears, so at closing you credit the buyer for the days you owned the home this year. Close in November and this line is large; close in February and it is small.

Payoff, not balance. Your lender's payoff quote includes interest through the funding date plus any release fee, so it runs slightly higher than the balance on your last statement.

Repairs and credits. Whatever you agree to after the inspection comes out here. Handling obvious items before listing usually costs less than negotiating them later.

> ***Illustration only. Ask for a written seller's net sheet built on your actual payoff, tax rate, and closing date.***

Tracy Hurst, Broker/Owner |903-752-6975 | Pinehurst Realty LLC

CLOSING THE SALE

Step 1

Attending the Closing Meeting

- The closing meeting is the final step in the home selling process, where all parties involved gather to complete the transaction.
- As your real estate agent, I will accompany you to the closing meeting, providing support and guidance throughout the process.
- We will review and sign the necessary documents to transfer ownership of the property to the buyer.

Step 2

Funds Disbursement



- During the closing, the buyer will provide the necessary funds, such as the purchase price and closing costs.
- These funds will be disbursed to the appropriate parties, including mortgage lenders, real estate agents, and attorneys.
- I will ensure that all financial transactions are handled accurately and securely, following the agreed-upon terms of the sale.



Step 3

Transferring Ownership

- By signing the final documents, you will officially transfer ownership of the property to the buyer.
- The buyer will receive the keys and other relevant materials, marking the completion of the sale.
- Congratulations on a successful sale! Take a moment to celebrate this milestone and move forward with your future plans.



FAQ

How long does it typically take to sell a home?

The time it takes to sell a home can vary depending on various factors, including market conditions, location, pricing, and the desirability of your property. On average, it can take several weeks to a few months to secure a buyer and complete the sale. However, working with an experienced real estate agent and implementing effective marketing strategies can help expedite the selling process.



How do I determine the right listing price for my home?

A comparative market analysis (CMA) that evaluates recent sales of similar properties in your area. will help determine a competitive and realistic listing price based on current market conditions.

KEY REAL ESTATE TERMS

You Should Know

Home Inspection

A certified inspector conducts a detailed property examination, providing a report on the home's condition, including necessary repairs or issues that may impact the sale price or negotiations.

Escrow

A third-party account that holds funds or documents on behalf of the buyer and seller until all conditions of the sale are met. Once the deal is finalized, the funds are released to the appropriate parties.

Listing Agreement

A legal contract between you and your real estate agent, granting the agent the right to sell your property. This agreement outlines the terms, including the agent's commission and the length of time they'll represent you.

Appraisal

An assessment of your home's market value conducted by a professional appraiser, typically hired by the buyer's lender. The appraisal ensures that the property's sale price aligns with its fair market value.

Closing Costs

Fees and expenses paid at the final stage of a real estate transaction. These costs typically include loan origination fees, title insurance, attorney fees, and recording fees.

Contingency

A condition that must be met for the sale to move forward. Common contingencies include the buyer securing financing, the home passing inspection, or the buyer selling their current home.

Title

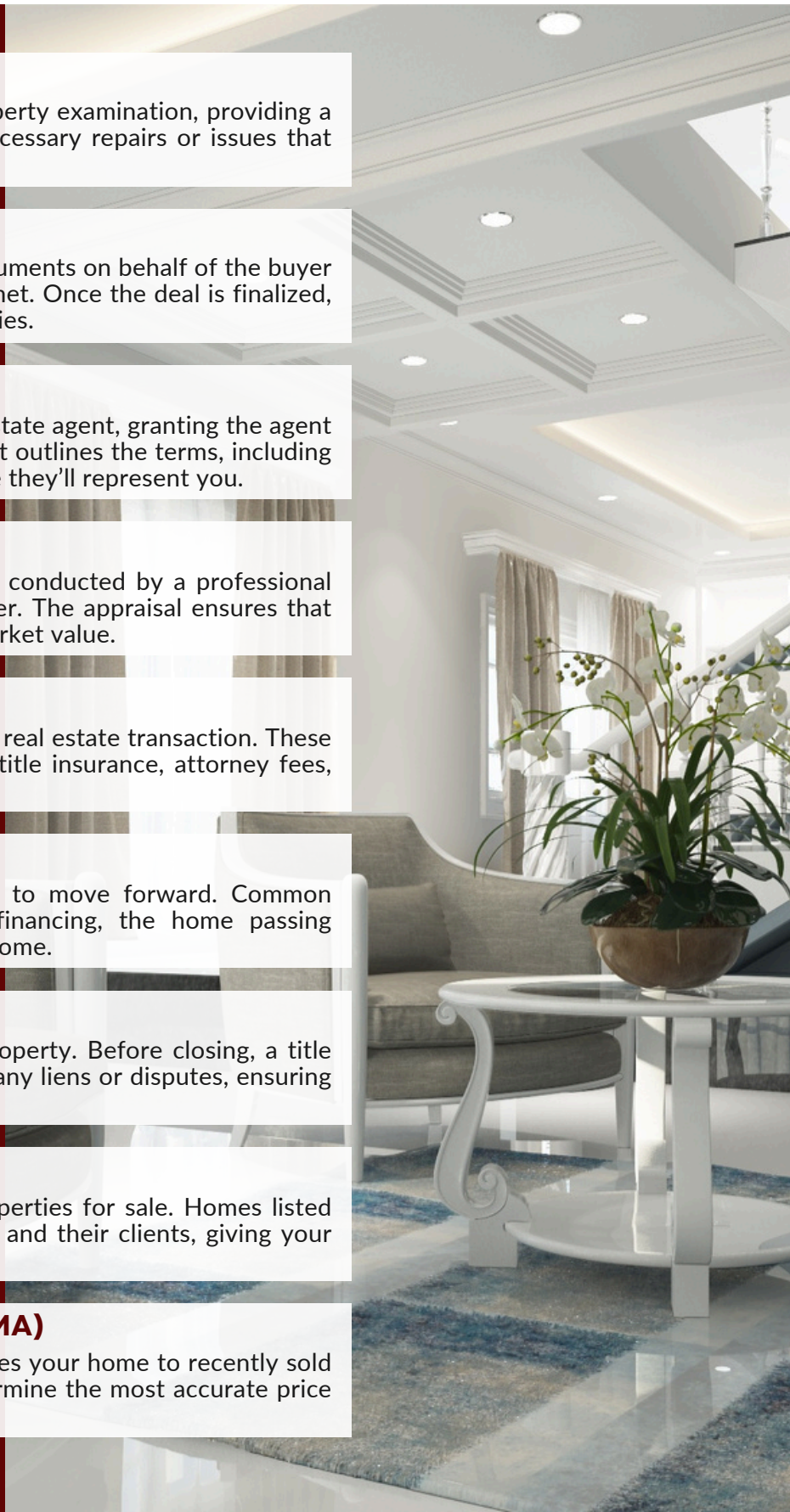
A legal document proving ownership of a property. Before closing, a title company will verify that your title is clear of any liens or disputes, ensuring you have the legal right to sell the property.

Multiple Listing Service (MLS)

A database where real estate agents list properties for sale. Homes listed on the MLS are visible to all member agents and their clients, giving your home the widest possible exposure.

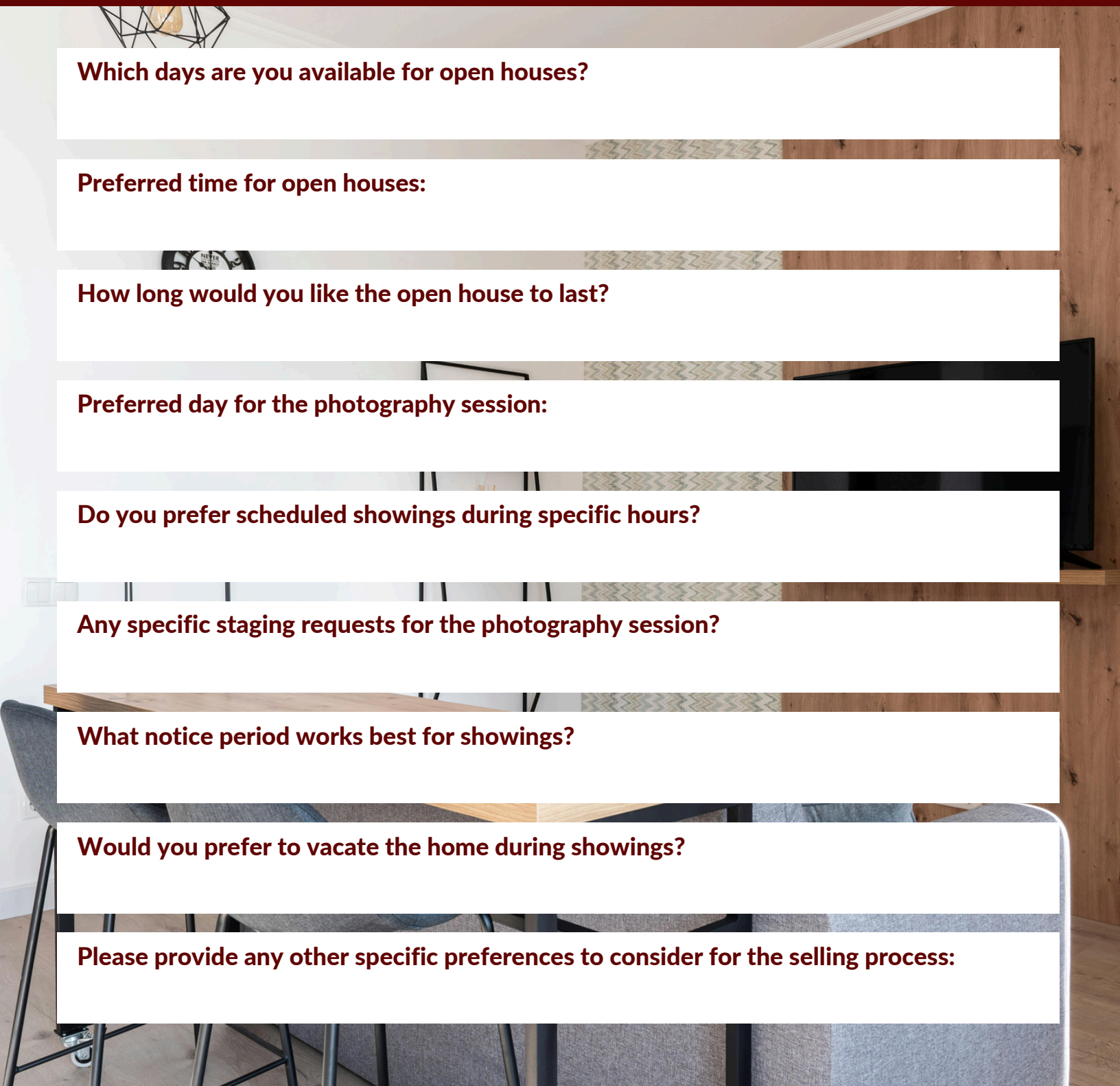
Comparative Market Analysis (CMA)

A report prepared by your agent that compares your home to recently sold properties in your area. The CMA helps determine the most accurate price range for listing your home.



YOUR SELLING PREFERENCES & SCHEDULING

To help plan the selling process smoothly, please provide your preferences on the following key activities:



Which days are you available for open houses?

Preferred time for open houses:

How long would you like the open house to last?

Preferred day for the photography session:

Do you prefer scheduled showings during specific hours?

Any specific staging requests for the photography session?

What notice period works best for showings?

Would you prefer to vacate the home during showings?

Please provide any other specific preferences to consider for the selling process:

GUIDING YOUR JOURNEY HOME, STEP BY STEP



Tracy Hurst, your real estate agent.

Thank you for joining me today and exploring the home selling process. Selling a home can be a complex journey, but with the right guidance and support, it can also be a rewarding experience. As your dedicated real estate agent, I am committed to providing exceptional service, leveraging my expertise, and guiding you every step of the way.

Reach out to me to discuss your real estate goals and how I can assist you in achieving them.

CONTACT DETAILS

903-752-6975 tracy@pinehurst-realty.com www.pinehurst-realty.com



Jessica V.

"Tracy has always gone out of her way to be helpful. She is very professional and has assisted in selling 2 of my properties. I recommend her for any of your real estate needs."

Gustavo & Gaby

“Mrs. Hurst has exceeded both me and my wife's expectations of a realtor. She has gone above and beyond for us every step of the way. She has our full trust and will be our one and only realtor for any and every home deal we will ever have. We are blessed to have found such an amazing person that does the best for her clients."

Jerry & Shara B.

"Tracy is professional and completely on top of the complete process of buying and selling properties. I would highly recommend her. If you are needing a realtor in East Texas, she is the person you need to call.”

MY REVIEWS

NOTES

