

HOME SELLER'S GUIDE

Providing Smart Services
To Make Smart Decisions

800 E. Campbell Rd., Suite 157
Richardson, TX 75081

214.227.8535
residential@smartpointe.net
www.smartpointe.net



Our Company

SmartPointe Real Estate is a commercial and residential real estate services firm specializing in tenant representation and buyer's representation.

OUR HISTORY

SmartPointe was founded in 2005 by Tyrone P. Smith Sr. and Troy G. Smith (father and son). The company's name was originally Second Phase Properties and later changed to SmartPointe Real Estate to reflect the new business model of using modern technology to help clients make "smart" decisions.

TOTAL CUSTOMER SATISFACTION

SmartPointe Real Estate believes in Total Customer Satisfaction. We believe each client and each property is unique; therefore, we strive to always provide our clients with unsurpassed personal service.

Our most important role is to listen to each client, assess the individual client's needs, and respond with an approach which will best achieve the client's goals. Modern technology coupled with the best market data and old-fashioned hard work enable us to provide a superior level of service which will exceed your expectations!



The Discussion

There are two plans SmartPointe uses to sell your home.

THE MARKETING PLAN

This section outlines the various strategies we use when selling your home.

THE PRICING PLAN

...or the current market value of your home.

This section outlines the value of your home based upon data gathered on recent sales of similar homes in your area.

MARKETING PLAN

SmartPointe Real Estate will assess your needs and devise a comprehensive marketing plan that will best achieve your goals.

TARGETED ADVERTISING

This includes advertising to the public and to the REALTOR® community.

SMARTPOINTE PROFESSIONAL REAL ESTATE CONSULTANTS

YARD SIGNS

Calls from our signs.

AGENT MARKETING ACTION PLAN

MULTIPLE INTERNET WEBSITES

Some of these sites include MLS, Centralized Showing Service, Realtor.com, and other Local and International Internet Sites.

Marketing Your Home

The following are the responsibilities of both your Smartpointe agent and you during the marketing process of your home.

SMARTPOINTE AGENT RESPONSIBILITIES

- Input your listing to MLS.
- Input your listing into Centralized Showing Service (CSS).
- Install sign.
- Professional Photography of Inside/Outside of Home.
- Provide information fliers.
- Pricing Guidance.
- Extensive Online Promotion.
- Give Feedback on showings.
- Review contracts and represent you in negotiations.
- Guidance in staging your property

YOUR RESPONSIBILITIES

- Complete all repairs and cleaning.
- "Stage" your home to be appealing.
- Hide valuables (also prescriptions).
- Keep marketing information out for prospective buyers.
- Call me if information is depleted.
- Accept Showings from CSS.
- Leave premises for showings.
- Call me with any questions.
- Refer friends and acquaintances who might be interested in your property.
- Refuse to discuss terms with prospective buyers or their agents.

Some of the Websites We Will Use to Market Market Your Home



Control

There are certain things you can and some things you cannot control during the home-selling process.

WHAT THE SELLER CONTROLS

- Property Condition
- Availability for Showing
- Price
- Home Warranty

WHAT THE SELLER CANNOT CONTROL

- Competition
- Buyer's or Seller's Market
- Interest Rates
- When The Perfect Buyer Walks Thru Door

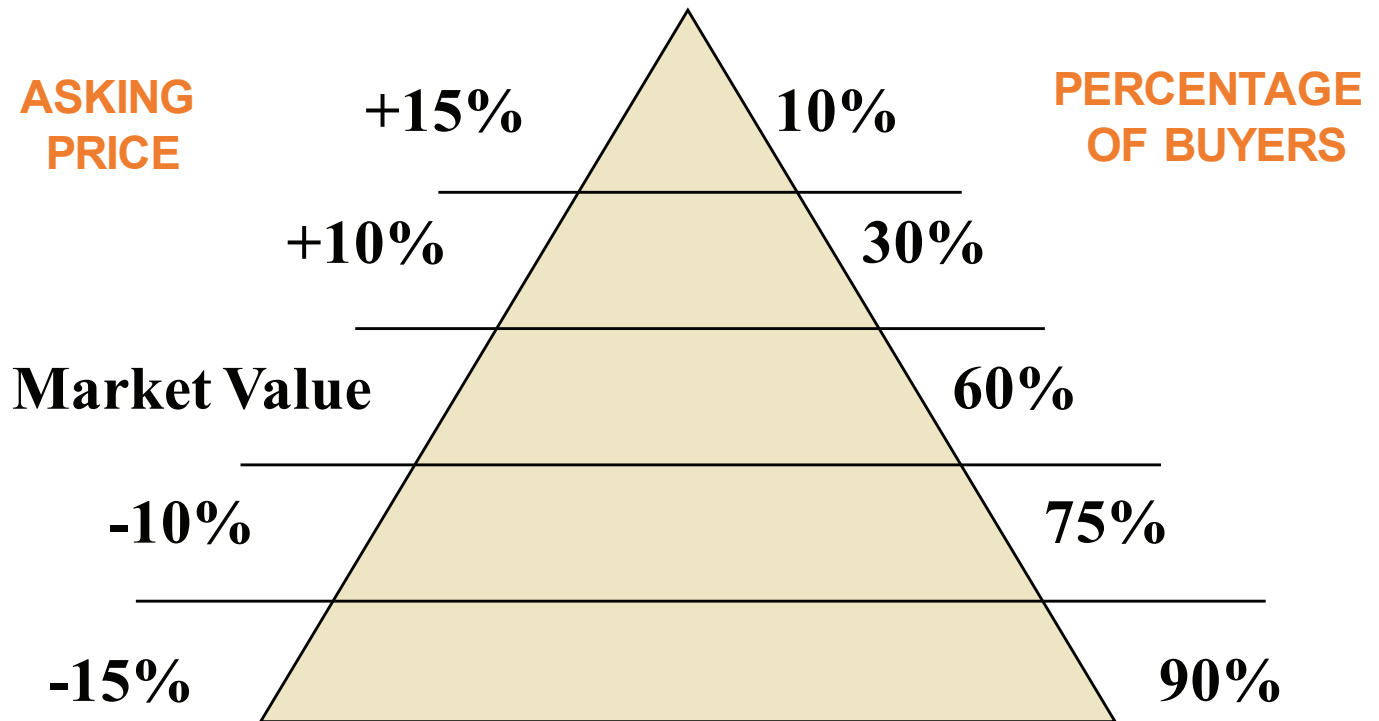
Home Warranty

HOME WARRANTY PLANS

Home warranty plans go a long way to alleviate some risks and concerns. For a modest price, the seller can provide to the buyer a one year warranty covering specified heating, plumbing, electrical, water heater or appliance breakdowns. Coverage under most plans commences at closing. In all cases, there are important limitations and exclusions (example: appliances/systems must be operative at commencement of coverage)

Pricing Factors

The Importance of Intelligent Pricing.



As the triangle graph illustrates, more buyers purchase their properties at market value than above market value. If you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your opportunity for a sale.

Preparing for the Offer

In slow economic times, offers to purchase routinely come in “low” whereas in healthy economic times, offers are closer to the asking price. Do not be offended by any offer received. Be offended by buyers who tour your property and don’t submit an offer.

THINGS TO BE PREPARED FOR

- **ACCEPTANCE.** Signed by all parties, dated, delivered... congratulations, you’re on your way to having your property sold!
- **REJECTION.** Unconditional... unfortunately, your home is still on the market.
- **COUNTER OFFER.** Any change to the contract constitutes a counter offer. You are now in the renegotiation stage.
- **NO ACTION.** Equals rejection. Your home is still on the market.

Inside-The-Home Marketing

While neighborhood and location is important, the inside of the home is what really sells a property. With our years of experience, we have become extremely proficient at marketing the inside as well as the outside of your home.

TIME-TESTED AND PROVEN

Showing STRATEGIES to cause a buyer to take notice when viewing your home!

HIGHLIGHT INTERIOR FEATURES

How? Through in-home DISPLAY BROCHURES providing a feature summary of your home. These features will also be used in the MLS description.

Features Are Highlighted

To showcase the home's features, we will create a Feature Summary Brochure.

WHAT WE DO TOGETHER

We'll make a summary list outlining all the good features in your home.

WHAT I DO

After the list is created we then create a brochure that will be placed in the home as well as in the flyer box on the outdoor yard sign.

When buyers are viewing homes, they usually do so in groups, up to 11 homes at a time. Since they are viewing so many homes, they may forget or confuse your features with the features of the other homes.

Can you see that kind of thing happening if feature brochures were not used?

Feature Brochures Can Tip the Odds in YOUR Favor!

Pricing

How is pricing determined when selling a home?

WE WORK FROM A CMA

...or what is known as a Competitive Market Analysis. It contains three significant factors:

1. **Similar Homes Recently Sold!** This tells us what buyers are willing to pay for this kind of home in this area at this time. I call this "facts".
2. **Similar Homes Now For Sale!** This tells us about our competition. Buyers will compare your home to these homes. I call this "fiction".
3. **Expired Listings!** This tells us what buyers are not willing to pay for this kind of home in this area at this time. I call this "fiction" that refused to consider the "facts". If your home isn't selling it has everything to do with the price. You can overcome all negative aspects of a home by making it more attractive in pricing. When your home represents the best value compared to the competition, it will sell.

21 TIPS FOR HOME SELLING SUCCESS

1. Curb Appeal: Bring it to the best appearance possible.
2. Driveway: Fix needed repairs, wash it or clean it.
3. Roof: How is the condition?
4. Mailbox: Make it attractive.
5. Front Door: Must be in the best shape possible.
6. Windows: Clean and crack free?
7. Exterior Paint: How is the condition?
8. Garage Door: How is the condition?
9. Front, Side & Back Yards: Must be in the best shape
10. Your Cars: If not in good shape, remove them from driveway for showings.
11. Front Entry: Clean & free of clutter
12. Closets & Rooms: Remove as much clothing and furniture as possible.
13. Carpet: Must be clean.
14. Door Leading to Garage: Have door unlocked and garage clean.
15. Interior Paint: Must be in the best shape possible.
16. Light Bulbs: Make sure all work.
17. Furnace & Air Conditioner: Clean them up and working good.
18. Home Clutter: Eliminate it.
19. Kitchen: Clean and bright at all times.
20. Baths & Bedrooms & Pool: Clean and bright at all times.
21. Home Smell: Must be fresh. If you smoke... use air freshener.

Thank You!

Please call if we can provide any more information, or if you would like to set up a time for us to meet.

EBONY MARTIN

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