



• FROM LISTED TO SOLD • A HOME SELLER'S GUIDE • YOUR PATH TO SOLD • STRESS-FREE SELLING •

LISTING PLAN

SMART MOVES START HERE



EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED

HELLO,

I AM LESLIE VALDES

YOUR LOCAL REAL ESTATE EXPERT

Hello there! I'm Leslie Valdes. As a REALTOR® with Keller Williams City View, I help San Antonio-area homeowners sell with clear guidance, a smart plan, and steady support, so you can make confident decisions at every step.

I know selling a home can feel overwhelming: getting the price right, preparing the home, timing the move, keeping up with showings, and negotiating repairs and terms. That's why my approach is education-first. I'll break down your options, explain the "why" behind each recommendation, and help you make decisions that fit your goals while protecting your bottom line.

You can expect attentive, responsive support backed by smart strategy: strong market knowledge, proactive communication, and modern tools that help us position your home to attract qualified buyers, generate strong interest, and get you the best possible value.

In this presentation, I'll walk you through the selling process, today's market conditions, pricing and prep strategies, marketing and showing expectations, and what to expect from offers to closing.

My goal is simple: a smooth sale, strong results, and less stress for you.

SMART MOVES START HERE.

Let's Connect

LESLIEVALDES.COM

LESLIEVALDES@KW.COM

(616) 914-8959

KELLER WILLIAMS CITY VIEW



OUR MEETING TODAY

DISCUSSIONS AND POSSIBLE OUTCOMES

Selling your home can bring up questions. Today, we'll cover your priorities, answer your concerns, and explore the best ways to reach your goals.

Here's what we will cover:

YOUR VISION

MARKET INSIGHTS

PRICING STRATEGIES

MARKETING STRATEGIES

THE HOME SELLING PROCESS

YOUR OPTIONS

FROM THERE, WE HAVE A FEW PATHS WE CAN TAKE:

WE'RE A GREAT FIT:

We decide to partner up, sign the agreement, and then I'll create a plan to sell your home fast and for the best price.

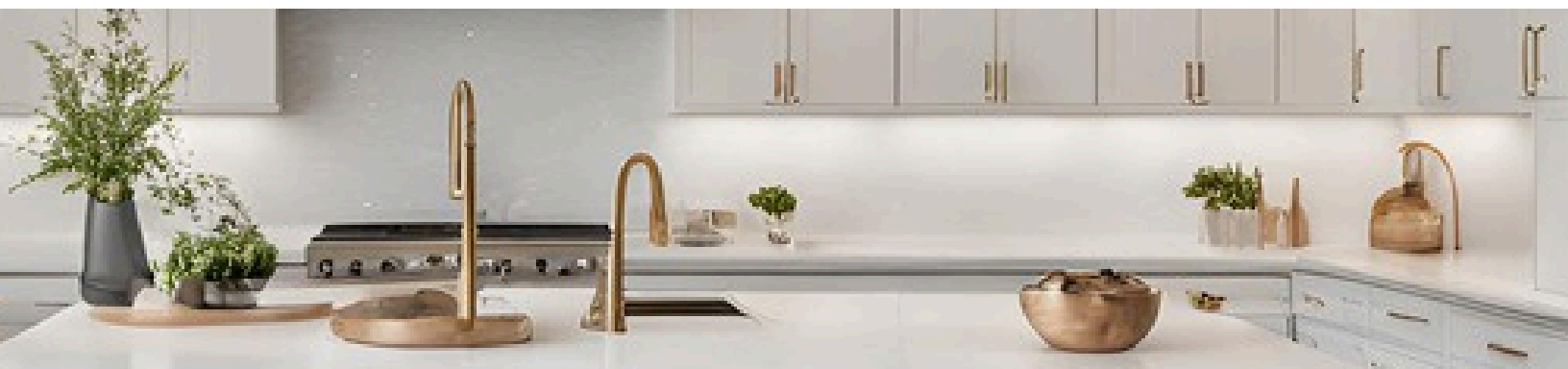
I'M NOT THE RIGHT FIT:

If my approach isn't what you need, that's fine. I'm happy to answer any questions and provide referrals if necessary.

I MAY CHOOSE NOT TO LIST:

I may recommend a different option that better suits your needs. Your success is my priority, even if it means suggesting another path.

I'm here to be a resource for you, whether you choose to work with me or not.



YOUR SUPPORT NETWORK

When you choose me as your real estate agent, you're not just gaining my expertise and dedication, you'll also benefit from my Brokerage's extensive network and resources.

WHY KELLER WILLIAM REALTY?

BROAD PROFESSIONAL NETWORK:

You partner with a highly trained agent and the backing of the world's largest real estate company, of 180,000+ associates around the globe. This ensures that your listing reaches a wide pool of potential buyers, increasing your chances for a quick and profitable sale.

COLLABORATIVE APPROACH:

We believe in teamwork, sharing valuable insights and strategies across the team to help you succeed.

ADVANCED TECHNOLOGY:

A modern suite of technology helps us keep you informed with data-fueled insights on your home and market. We leverage real-time data to help you make informed decision and the latest marketing tools and platforms to maximize your listing's exposure across multiple channels.

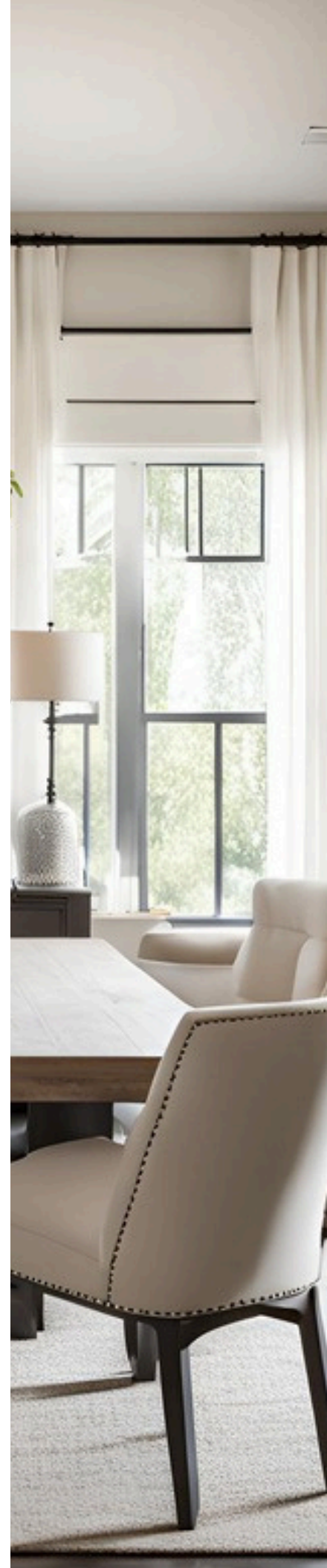
CLIENT-CENTERED:

Most importantly, Keller Williams was built on a simple-yet-revolutionary principle: People are what matter most. Your goals are our priority. We're committed to providing exceptional service.

COMMUNITY TIES:

With deep roots in the San Antonio area, we connect you to the right buyers through our strong local relationships.

**You are not just getting an agent,
you're gaining access to a powerful network
and a team dedicated to your success.**





TEN STEPS TO SOLD

SIMPLIFYING THE JOURNEY

I will guide you through each step of the process.

1

Consultation & Sign Agreement

Sit down with me to discuss your selling goals and timeline. You'll review the agent's services and commission, then sign an agreement to officially begin our work together.

2

Home Assessment & Pricing Strategy

We will analyze your home's features, condition, and recent comparable sales to determine its market value. Together, you'll develop a pricing strategy that balances your desired selling price with market conditions.

3

Prepare & Stage Property

Get your home ready to shine! This includes decluttering, deep cleaning, making any necessary repairs, and staging your home to highlight its best features and appeal to buyers.

4

Pre-Marketing, Photography :

Professional photos and even videos are a must! We will arrange for high-quality visuals to showcase your home in its best light and begin marketing it to potential buyers.

TEN STEPS TO SOLD

SIMPLIFYING THE JOURNEY



5

Listing Launch & Going Live:

Your home's listing goes live on the Multiple Listing Service (MLS) and popular online platforms like Zillow and Realtor.com, making it visible to a wide range of buyers. We will also give your home its own website and some love on social media.

6

Showings & Open House:

Buyers and their agents will schedule showings to view your home. You might also hold open houses to allow potential buyers to drop in and explore.

7

Receive Offers:

Potential buyers will present their offers, detailing their suggested purchase price along with any additional terms. This process allows sellers to evaluate not just the price, but also the conditions, ensuring they choose the best overall option for their needs.

8

Negotiate & Accept:

You and your agent will review offers, negotiate with buyers (potentially with counteroffers), and ultimately accept the offer that best meets your needs.

9

Inspections & Appraisals:

The buyer usually performs a home inspection to spot potential issues, while the lender orders an appraisal to verify the home's value for financing. Findings from both may lead to further negotiations or credits.

10

Closing Day:

Your last step! You will complete all required paperwork to finalize the sale, transfer ownership of the property to the buyer, and receive your proceeds. Once everything is signed and sealed, you can celebrate the successful completion of the sale. Congratulations!

THE CONCEPT OF A 'STALE LISTING'

MY PROACTIVE APPROACH

Stale listings are properties that have been on the market for an extended period without selling. They often end up selling for less than they would have if proceed correctly from the start. You certainly don't want your home to fall into this category.

1. Initial 14-Day Evaluation & Marketing Blitz

We'll assess our listing strategy after about two weeks on the market. This involves analyzing current competition, buyer preferences, and recent sales. We'll also review feedback from showings to gauge market response to your property.

2. Data-Driven Adjustments

Based on our evaluation, I may recommend changes to optimize our selling strategy. This could include the price, refining our marketing approach, or tweaking the home's presentation to better appeal to potential buyers.

3. Flexible Pricing Strategy

Our initial price is a starting point, but we need to stay adaptable. Market conditions, including inventory levels, interest rates, and even local economic factors can influence pricing. We'll monitor these closely and adjust if necessary to remain competitive.

4. Ongoing Communication

I'll keep you informed throughout the entire process with regular updates. You'll receive clear, data-driven explanation for any suggested changes to our strategy, ensuring you're involved in every decision.



PRICING YOUR HOME FOR SUCCESS

Setting an appropriate listing price is crucial for attracting buyers and maximizing returns. Tracking sales trends and conditions will help us position your home effectively - balancing competitive pricing to generate interest with achieving the highest value for your home.



Below Market Value Pricing

INCREASES INTEREST AND MAY LEAD TO QUICK SALES AND BIDDING WARS, RAISING THE FINAL SALE PRICE.



At Market Value Pricing

ATTRACTS DIVERSE BUYERS FOR FAIR AND TIMELY SALES.



Above Market Value Pricing

ONLY SUITABLE FOR HOMES WITH UNIQUE FEATURES OR VERY STRONG MARKET CONDITIONS.

*I'll go over a **Comparative Market Analysis (CMA)** for your home, and together, we'll develop a pricing strategy that maximizes your return and achieves your desired outcome.*

did you know...

- Properly priced homes sell faster and for more.
- Overpricing results in longer selling times and fewer showings.
- Early pricing is vital, particularly in the first few weeks.



UNDERSTANDING YOUR LOCAL MARKET: AND WHAT THAT MEANS FOR YOUR LISTING

JANUARY 2026

SAN ANTONIO MARKET ACTIVITY

AVG. SALE PRICE


\$374,831

↑5% YOY

SALE RATIO


92.4%


NEW LISTINGS


3,143
↓13% YOY


UNDER CONTRACT


2,112
↓17% YOY

SOLD LISTINGS


2,206
↓19% YOY

DAYS ON MARKET


86
↑18% YOY

MONTHS INVENTORY


5.9

PRICE / SQFT


\$173
↓0% YOY

MARKET


**NEUTRAL -
BUYERS**

SAN ANTONIO MARKET OVERVIEW:

- Average Sale Price:** \$374,831 (+5% YoY), showing continued price appreciation.
- Sale Price to List Price Ratio:** 92% - homes sold close to their original list price
- New Listings:** 3,143 (down 13% YoY)
- Under Contract:** 2,112 (down 17% YoY), hinting at cooling demand.
- Sold Listings:** 2,206 (down 1% YoY)
- Days on Market:** 86 (down 18% YoY), indicating homes sell are taking longer to sell.
- Months of Inventory:** 5.9 months, favors buyers with higher inventory.
- Price per Square Foot:** \$173 (unchanged YoY)
- Market Balance:** Fairly balanced market with buyers having more negotiating room, while prices have stayed steady; signs of moderating growth in the beginning of 2026
- Interest Rates:** 6.09%, more manageable for buyers, sustaining market activity.
- Local Economy:** 1% job growth, low 4% unemployment rate supports housing demand.
- Population Growth:** 1.6% increase over the past year, contributing to steady housing demand.

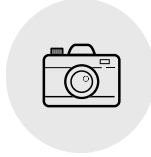
FROM LISTED TO SOLD

YOUR PERSONALIZED MARKETING STRATEGY GUIDE

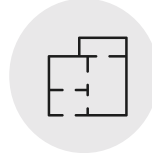
Our Effective Approach and Resources for Attaining Exceptional Outcomes ·



STAGE



PROFESSIONAL
PHOTOS & VIDEO



DIGITAL FLOOR
PLANS



PRE-MARKETING-
ONLINE & IN OFFICE



LIST ON MLS
& LISTING WEBSITES



INSTALL
FOR SALE SIGN



PRINT MARKETING
MATERIALS



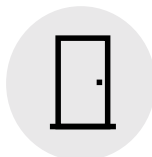
SHARE ON
SOCIAL MEDIA



TARGETED
ONLINE ADS



ADVERTISE TO
AGENT NETWORK



DOOR KNOCKING
NEIGHBORHOOD



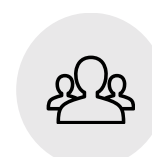
POSTCARD
CAMPAIGN



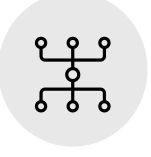
REVERSE
PROSPECTING



OPEN HOUSE



AGENT LUNCH

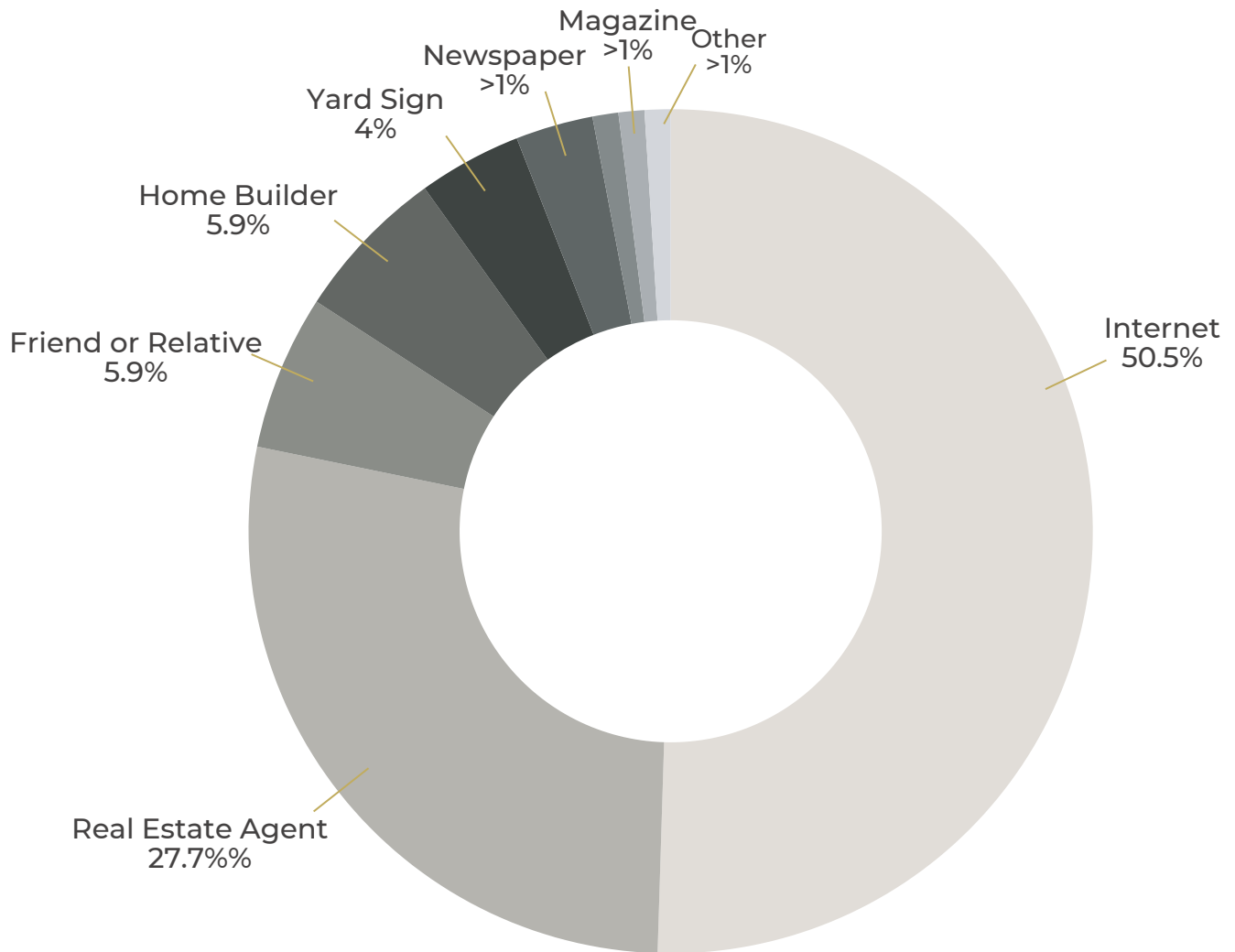


FOLLOW UP
WITH PROSPECTS

We will work together to create a custom marketing strategy that fits your home, leveraging a strong online presence and extensive agent network to get your home seen and sold!



WHERE DO BUYERS *Find Their Homes*



**2023 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS*



MARKETING YOUR HOME

A CUSTOMIZED APPROACH

Forget one-size-fits-all strategies; each home and marketing plan should be unique. In today's digital age, a strong mix of print and digital marketing is essential to attract the right buyers. With a targeted marketing plan designed just for your home, I'll leverage my expertise and data to get you the best results.

TOOLS WE OFFER TO SHOWCASE YOUR HOME

Print & Traditional Marketing

Signage & Visibility

- YARD SIGN ON PROPERTY
- PUBLIC OPEN HOUSE
- BROKER-ONLY PREVIEW EVENT

Print Collateral

- CUSTOM PROPERTY BROCHURE
- PRINT ADVERTISING
- NEIGHBORHOOD FLYER/POSTCARDS

Direct Mail

- TARGETED POSTCARD MAILING
- RELOCATION PACKET INCLUSION

Networking

- NETWORK ANNOUNCEMENTS
- ANNOUNCEMENT AT BROKERAGES

Digital & Modern Marketing

Photography & Video

- PROFESSIONAL PHOTOGRAPHY
- VIRTUAL HOME TOUR
- VIDEO WALKTHROUGH
- AREAL/DRONE PHOTOGRAPHY
- DIGITAL FLOORPLAN

Online Presence

- CUSTOM PROPERTY WEBSITE
- HOMES.COM/ZILLOW/REDFIN ETC.
- FEATURE ON REALTOR WEBSITE

Listing Launch

- MLS LISTING LAUNCH

Social Media

- SOCIAL MEDIA PROMOTION
- FACEBOOK/INSTAGRAM SHOWCASE
- REALTOR SOCIAL GROUP POSTS

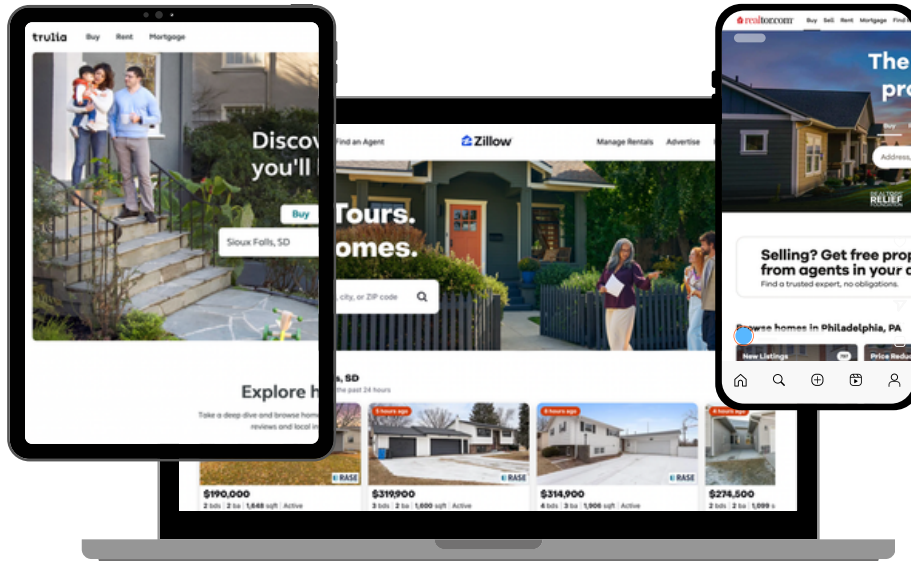
Email Marketing

- EMAIL MARKETING CAMPAIGN

I'll go the extra mile to make sure your home gets maximum exposure through a smart mix of online marketing, eye-catching signs, and other tactics to capture buyer interest. My goal is to create buzz and get serious buyers lining up so we can get top dollar and a quick sale.

GET FEATURED

I will feature your home on the top home search sites, and on social media and syndicate it to over 400+ other sites. Online listing platforms are essential in today's real estate market. Buyers are turning to websites like Zillow, Realtor.com, and Redfin as their primary tools for finding properties, making it crucial for sellers and agents to have a strong online presence.



“97% OF HOME BUYERS USE THE INTERNET IN THEIR HOME SEARCH.”

SOURCE: NAR'S 2023 PROFILE OF HOME BUYERS AND SELLERS

“BUYERS SPEND AN AVERAGE OF 20 MINUTES VIEWING ONLINE LISTINGS.”

SOURCE: NAR, 2021 TRENDS REPORT

“51% OF BUYERS FOUND THE HOME THEY PURCHASED ON THE INTERNET.”

SOURCE: SOURCE: NAR, 2023 PROFILE OF HOME BUYERS AND SELLERS

MLS

Zillow

Pinterest

BROKERAGE SITE

trulia

facebook

YouTube

REDFIN.

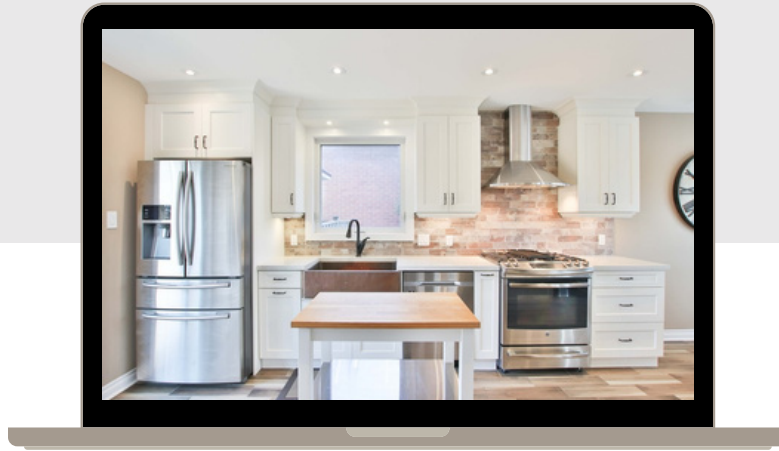
realtor.com

Instagram

LinkedIn

A PICTURE IS WORTH

A THOUSAND WORDS



Listing photos are crucial for attracting potential buyers, serving as their first impression of the home. As most buyers search for homes online, quality pictures are key to gaining attention, scheduling showings, and achieving sales. As your agent, I will showcase your listing effectively, as many buyers decide their interest based solely on online images.

Listings with professional photos sell FASTER & for MORE MONEY than listings with amateur photos. With an average difference of \$3,400 - \$11,200 and with a 21-day faster sale time. (Redfin)

90% of home buyers use the internet to search for their dream homes, and 87% of buyers find high-quality photos to be very useful in their home search. (NAR)

Listings with high-quality photos receive 118% MORE VIEWS than listings with low-quality photos, this highlights the importance of standing out in a crowded online marketplace. (Zillow)



PHOTOSHOOT PREPARATION

A CHECKLIST TO PREPARE FOR PHOTOS



General

- Declutter:** Remove excess items, personal belongings, and unnecessary furniture. Less is more!
- Clean:** Deep clean the entire house, paying close attention to floors, windows, and surfaces.
- Depersonalize:** Put away family photos and personal items.
- Neutralize:** Aim for a neutral and universally appealing look.

Kitchen

- Counters:** Clear everything off, except for maybe one stylish appliance (like a coffee maker) and a bowl of fruit.
- Sink:** Make sure it's empty and sparkling clean.
- Cabinets:** No magnets or clutter on the outside.
- Table:** Clear it off or set it simply with minimal place settings.

Bathrooms

- Counters:** Clear of toiletries.
- Toilet:** Lid down!
- Towels:** Fresh, matching towels neatly hung.
- Shower/Tub:** Remove personal items and clean thoroughly.

Living & Dining Rooms

- Furniture:** Arrange to maximize space and flow.
- Cushions:** Fluff pillows and fold throws neatly.
- Mantle:** Simple and stylish décor only.
- Dining Table:** Consider a simple centerpiece.

Bedrooms

- Beds:** Made perfectly with clean, wrinkle-free linens.
- Nightstands:** Clear, except for maybe a lamp and a book.

Exterior

- Lawn:** Mow and edge.
- Landscaping:** Tidy and add fresh mulch.
- Cars:** Move cars out of the driveway.
- Trash Cans:** Hide them away.
- Hose/Gardening Tools:** Put them away neatly.

Final Touches

- Lights:** Turn on all lights.
- Blinds/Curtains:** Open for natural light.
- Doors:** Open interior doors for flow.
- Pets:** Keep them out of the way during the shoot.

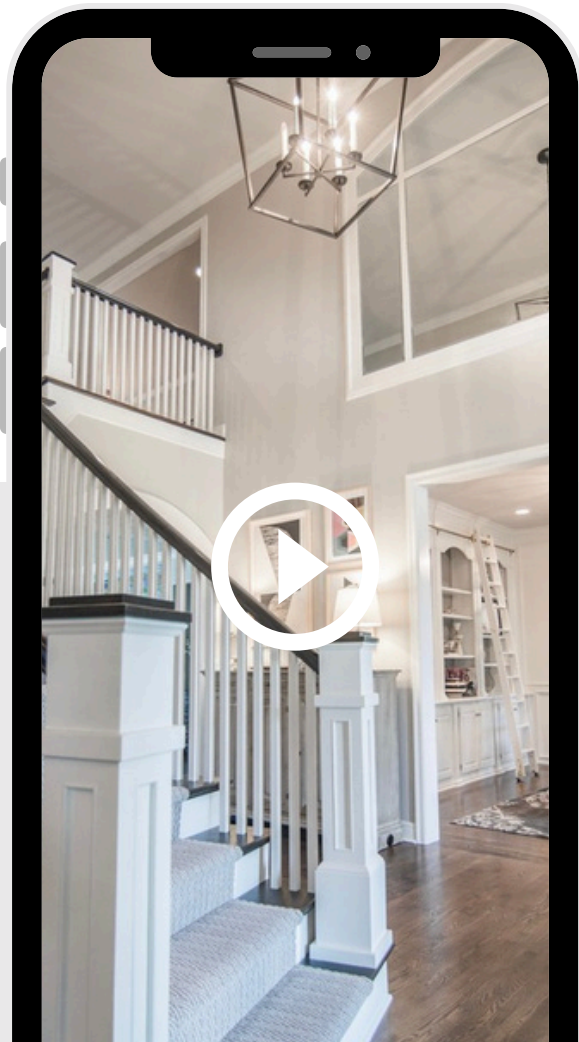
PROFESSIONAL VIDEOGRAPHY

VIDEO IS THE TOP FORM OF ONLINE ENGAGEMENT

HOMES WITH VIDEOS RECEIVE 403% MORE INQUIRIES THAN THOSE WITHOUT VIDEOS
NATIONAL ASSOCIATION OF REALTORS

PROPERTIES WITH VIDEOS RECEIVE AN AVERAGE OF 2.5 TIMES MORE VIEWS
REDFIN

HOMES WITH VIDEOS SOLD 68% FASTER THAN HOMES WITHOUT VIDEOS
VIRTUANCE



AERIAL PHOTOGRAPHY

Aerial Photography is ideal when a property's land, views, or surroundings add value and help buyers see the full picture.

BENEFIT #1

Increased market exposure: By using aerial photography, you can showcase the property in a visually stunning and unique way, which can help attract more potential buyers and increase market exposure for the property.

BENEFIT #2

Competitive edge: Aerial photography can help set your listings apart from other properties on the market and give you a competitive edge in a crowded market.

BENEFIT #3

A comprehensive view of the property: Aerial photography can provide a more comprehensive view of the property's boundaries, landscape, and surroundings, which can help potential buyers get a better sense of the property's location, size, and features.

BENEFIT #4

Enhanced marketing materials: Using aerial photography in marketing materials, such as brochures and online listings, can help convey a sense of professionalism and attention to detail, and demonstrate that you are using the latest technology and techniques to market the property.

BENEFIT #5

Increased property value: By using aerial photography, you can highlight the property's features and showcase it in the best possible light, which can help increase its perceived value and ultimately lead to a higher selling price.

VIRTUAL TOURS

A virtual tour is a sequence of panoramic images that are 'stitched' together to create a 'virtual' experience of a location. Once created, the viewer is able to experience what it is like to be somewhere they are actually not

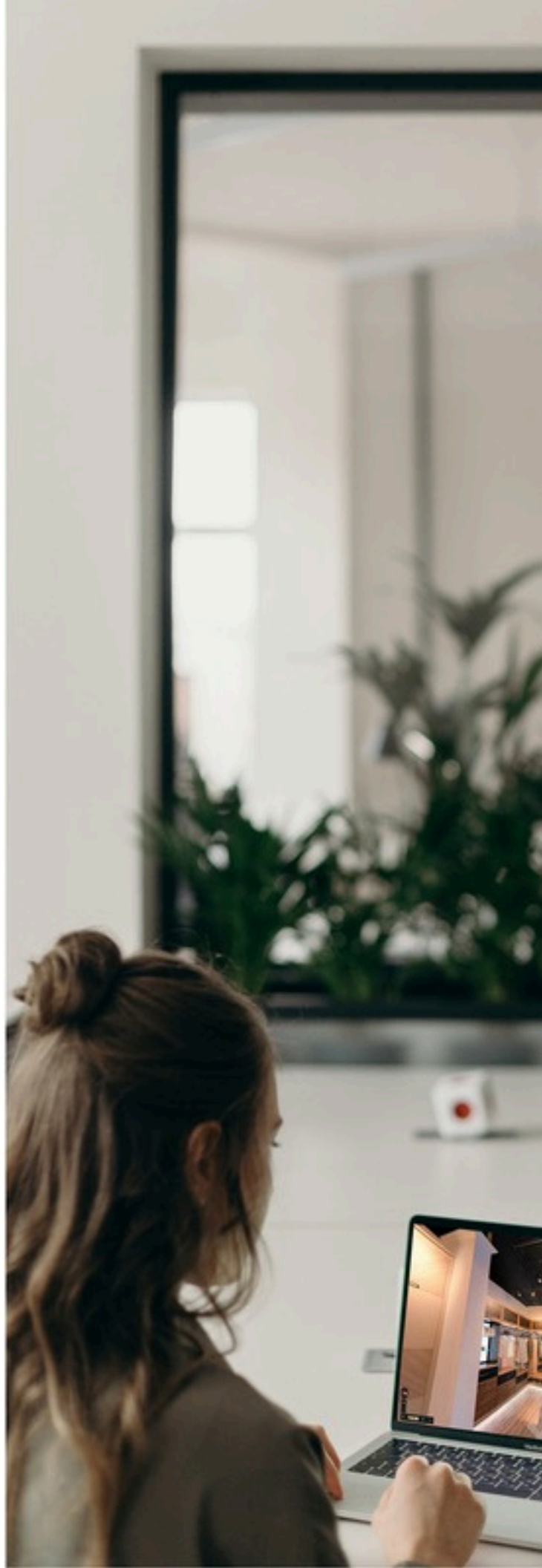
Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you.

Leaving only the more serious buyers to schedule a showing.

They are interactive by design, which means users spend more time exploring than they would look at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.

Potential homebuyers don't like to wait and they want all the information now. Never missing another opportunity. A virtual tour allows your home to be on display around the clock.

Exposes your home to a wider audience. Your home can be toured from clear across the country at any time.



STAGING THAT SELLS

THE IMPORTANCE OF STAGING



1 WHY STAGE?

Faster Sale: Staged homes sell faster.

Higher Price: Staging can increase your home's selling price.

Better First Impression: A well-staged makes a lasting impression on buyers.

Easier Visualization: Staging helps buyers envision themselves living in your home.

Cost-Effective: The investment is often less than the price reduction.

2 WHAT IS STAGING?

Decluttering and Depersonalizing: Removing excess furniture, personal items, and clutter.

Neutralizing: Creating a neutral palette that appeals to a wider range of buyers.

Furniture Arrangement: Arranging furniture to optimize flow and create inviting spaces.

Highlighting Features: Showcasing your home's best features.

Creating Ambiance: Adding the final personal touches to make your home look inviting.

3 PROS & CONS:

Pros: Staging offers a multitude of benefits for sellers. It can lead to a faster sale, a higher selling price, and increased buyer interest. Staged homes present better online, attracting more potential buyers. Ultimately, staging helps you sell your home more efficiently, potentially saving you time and money.

Cons: While staging offers many advantages, there are a few potential drawbacks to consider. It requires an upfront investment, although this is often recouped through a higher selling price. Staging may also involve some inconvenience as you declutter. Finally, staging requires an objective perspective, which can be difficult for those who are emotionally attached to their belongings and décor.

83%

83% of buyers' agents believe staging a home helps buyers visualize it as their future home.

NATIONAL ASSOCIATION OF REALTORS® - 2019 PROFILE OF HOME STAGING

73%

Professionally staged homes sell 73% faster than unstaged homes.

REAL ESTATE STAGING ASSOCIATION 2019

40%

40% of buyers prefer to visit a home they saw online if it's staged.

NATIONAL ASSOCIATION OF REALTORS® - 2021 PROFILE OF HOME STAGING

17%

Staged homes sell for an average of 17% more than unstaged homes.

REAL ESTATE STAGING ASSOCIATION - 2020

HOME STAGING TIPS AND TRICKS

Staging your home is the secret weapon to attracting buyers and maximizing your sale price. It's about showcasing your property's potential and helping buyers envision their lives within its walls. This page is packed with insider tips and tricks to transform your house into a buyer's dream.

• DECLUTTERING & DEPERSONALIZING: CREATING A BLANK CANVAS

Trick: Use the 80/20 Rule. Pack 80% of unused items.

Tip: Think upscale hotel room: clean, minimal, inviting. Remove personal items.

Pro Tip: Rent a storage unit to keep your belongings safe, organized, & out of sight.

• DEEP CLEANING:

Trick: Focus on high-touch areas: doorknobs, switches

Tip: Clean all glass and windows, sparkling windows let in natural light.

Pro Tip: Hire professional cleaners for a deep clean.

• ORGANIZATION & OPTIMIZATION:

Trick: Organize and clean out closets and cabinets to demonstrate spaciousness.

Tip: Use matching containers and labels for a sense of order.

Pro Tip: Stage your pantry with visually appealing items.

• REPAIRS & REFRESHING:

Trick: Caulk around tubs, showers, and sinks for freshness.

Tip: Touch up paint, especially baseboards and trim.

Pro Tip: Replace outdated light fixtures with modern ones.

• NEUTRALIZING YOUR COLOR PALETTE:

Trick: Use a consistent, neutral color palette throughout.

Tip: Paint walls neutral shades white, greige, beige or gray.

Pro Tip: Add pops of color with accessories.



HOME STAGING TIPS AND TRICKS

•HIGHLIGHTING KEY FEATURES:

Trick: Stage furniture to highlight focal points like fireplaces.

Tip: Use mirrors to make small rooms appear larger.

Pro Tip: Showcase unique features like built-in bookshelves.

•CREATING INVITING SPACES:

Trick: Arrange furniture for comfortable conversation areas.

Tip: Define each room's purpose clearly (guest bedroom, etc.).

Pro Tip: Use rugs to define spaces and add warmth.

•CURB APPEAL:

Trick: Power wash the exterior, including walkways and driveway.

Tip: Add a fresh new rug, and place potted plants or flowers on the porch.

Pro Tip: Paint the front door a fresh and contrasting neutral color.

THE SENSES:

Trick: Consider baking cookies or diffusing essential oils with a light, pleasant scent.

Tip: Avoid plug-ins with an overpowering scent.

Pro Tip: Leave fresh fruit or lemons in the kitchen.

•THE LITTLE THINGS:

Trick: Fresh flowers add elegance and freshness.

Tip: Ensure all light bulbs work, the house smells clean.

Pro Tip: Leave out a welcome basket with local treats or a neighborhood guide.



CURB APPEAL: MAKING A STELLAR FIRST IMPRESSION

Curb appeal is crucial for creating a positive first impression on potential buyers. Here are tips to enhance your curb appeal.

LAWN & LANDSCAPING:

- Mow the lawn.
- Weed flowerbeds and garden areas.
- Trim bushes, hedges, and trees.
- Add dark mulch to flowerbeds.
- Plant colorful flowers and/or add potted plants.
- Fertilize the lawn (if appropriate for the season).
- Edge along walkways and flowerbeds.
- Repair or replace any dead or dying plants.

FRONT DOOR & ENTRYWAY:

- Clean or repaint the front door.
- Polish or replace door hardware (doorknob, knocker, hinges).
- Add a welcome mat.
- Hang a wreath or other decorative item.
- Add potted plants near the entrance.
- Stage the porch with seating (if applicable).

EXTERIOR MAINTENANCE & REPAIRS:

- Ensure the all exterior lights are working and clean.
- Clean or repaint the mailbox.
- Fix/paint broken or unsightly fences/gates
- Address any visible cracks or peeling paint

DRIVEWAY & GARAGE:

- Sweep or power wash the driveway.
- Organize the garage
- Paint the garage door (if visible and needed).

BEFORE SHOWINGS:

- Mow the lawn (if needed).
- Tidy up any landscaping.
- Remove any debris from walkways and driveway.
- Ensure outdoor lighting is working.



REPAIRS & ENHANCEMENTS:

GET TOP DOLLAR FOR YOUR HOME

Today's buyers want move-in ready homes. We'll talk about how you can focus on smart updates for maximum impact:

KEY AREAS:

- Kitchen:** Refresh cabinets, update counters, replace appliances, paint.
- Bathrooms:** RegROUT/recalk, update fixtures, paint.
- Curb Appeal:** Landscaping, power wash, paint front door, update lighting.
- Energy Efficiency:** Improve insulation, replace windows, check HVAC.
- Flooring:** Replace worn flooring.
- Lighting:** Update fixtures, ensure all bulbs work and match.



HIGH RETURN ON INVESTMENT ITEMS TO CONSIDER:

- Minor Kitchen Updates:** Cabinet refacing/painting, new hardware, updated lighting.
- Bathroom Refresh:** Re-grouting, new faucets and showerheads, fresh paint.
- Curb Appeal Boost:** Landscaping, power washing, front door refresh.

PROJECTS WITH LOWER RETURNS (CONSIDER CAREFULLY):

- Luxury Finishes in a Modest Home:** High-end materials in a less expensive neighborhood may not recoup their cost.
- Highly Personalized Upgrades:** Unique features may not appeal to a wide range of buyers.
- Major Renovations in a Declining Market:** Large-scale projects may not yield the desired return if home values are falling.
- Over-Improving for the Neighborhood:** A home significantly more expensive than others in the area may be difficult to sell.

TIPS:

When improving your home, focus on repairs first to boost its value. Work on projects that give the best return on investment (ROI) for financial gain. Understand your market to choose upgrades that appeal to buyers. Getting help from a contractor or real estate agent can offer useful advice. Also, keep detailed records of your work to track expenses and progress.

PRE-LISTING CHECKLIST

GETTING READY TO LIST YOUR HOME

GENERAL

- Declutter: Remove excess items.
- Depersonalize: Store photos and knick knacks
- Clean: Deep clean thoroughly.
- Neutralize Odors: Eliminate bad smells.
- Repair & Maintain: Fix minor issues.
- Paint Touch-Ups: Refresh with neutral paint.
- Lighting: Ensure all lights work and match.
- Temperature: Set a comfortable climate.
- Valuables: Protect important items.
- Pets: Arrange care for pets.

KITCHEN

- Appliances: Clean inside and out
- Counters: Clear and organize.
- Cabinets: Organize and declutter.
- Sink: Clean and shine.
- Pantry: Organize and check expiration dates.
- Lighting: Make sure it's bright!
- Trash: Empty all cans.
- Floors: Sweep and mop.
- Windows: Clean windows and blinds/curtains.
- Backsplash: Clean and touch up grout.
- Small Appliances: Put away extras.
- Hardware: Polish cabinet knobs and pulls.
- Under Sink: Organize and clean..

EXTERIOR

- Lawn: Mow and edge.
- Plants: Tidy and add mulch.
- Front Door: Clean or paint.
- Porch: Sweep and add a fresh mat & plant
- Windows: Clean (inside & out).
- Siding: Clean or power wash.
- Driveway/Walkways: Clean and repair.
- Lighting: Ensure all lights work.
- Deck/Patio: Clean and stage.
- Gutters: Clean.
- Fences: Repair if needed.
- House Number: Visible and in good condition.
- Mailbox: Clean and repair.

LIVING & DINING ROOM

- Declutter: Remove excess furniture and items.
- Surfaces: Dust and clean all surfaces.
- Fireplace: Clean and ensure it works.
- Windows: Clean windows and treatments.
- Floors: Vacuum or clean.
- Lighting: Ensure good lighting in both areas.
- Walls: Touch up paint.
- Electronics: Hide cords and cables.
- Artwork: Few tasteful pieces to enhance space.
- Mirrors: Make the room feel bigger.

BATHROOMS

- Surfaces: Deep clean everything
- Declutter: Remove personal items.
- Towels: Fresh and neatly hung.
- Mirrors: Sparkling clean.
- Shower Curtain/Door: Clean or replace.
- Floors: Clean and mop.
- Grout & Caulk: Clean or repair.
- Trash: Empty all cans.
- Air Freshener: Subtle scent.
- Ventilation: Ensure good airflow.
- Lighting: Brighten up!
- Rugs: Clean or replace.
- Hardware: Polish fixtures.

BEDROOMS

- Declutter: Clear away excess items.
- Bed: Make it neatly.
- Closets: Organize and tidy.
- Nightstands/Dressers: Clear off the clutter.
- Surfaces: Dust everything.
- Windows: Clean windows and treatments.
- Floors: Vacuum or clean.
- Lighting: Ensure good lighting.
- Walls: Touch up paint.
- Mirrors: Clean and sparkling.

TIME FOR SHOWINGS

MAKE A GREAT IMPRESSION

Showings give buyers a firsthand look at your home. Here's how to make them count:

BEFORE

- **Deep Clean:** Sparkling clean = great first impression!
- **Declutter:** Less stuff, more space.
- **Stage:** Arrange furniture to highlight your home's best features.
- **Light & Bright:** Open blinds and clean windows.
- **Comfy Temp:** Not too hot, not too cold.
- **Fresh Scent:** No bad smells!
- **Safety First:** Secure valuables and medications.
- **Curb Appeal:** Make the outside look great!
- **Safety First:** Tuck away valuables, medications, and any personal items.

DURING

- **Give Space:** Leave the house during showings.
- **No Pets:** Take pets with you if possible.
- **Lights On:** Leave lights on for a welcoming atmosphere.
- **Music Off:** Turn off any music or the TV.

DON'T FORGET

- **Lockbox:** I'll provide a lockbox for secure key access. I'm notified every time it's used, so you know who's entering your home.
- **Feedback:** After each showing, I'll share any feedback from potential buyers.



OPEN HOUSES

Open houses can be a great way to generate interest in your property and can be a powerful marketing tool to attract potential buyers.

To make yours a success, we'll post it on popular real estate websites and social media, put up "Open House" signs, and even hand out flyers.

We'll make sure your home is looking its best and ready to impress!

SHOWING YOUR HOME

STEP BY STEP

STEP 1:

A showing has been requested. You'll get a call/text/or email notification.

STEP 2:

You approve or disapprove the visit

STEP 3:

Home is prepared for the showing.

STEP 4:

You leave the home, and the showing is completed.

STEP 5:

Feedback is requested.

STEP 6:

Review feedback or offer.

GETTING FEEDBACK

Buyer Feedback is essential. It helps us understand what we can improve to appeal to today's buyers. I'll be in direct contact with the buyer's agent to ask for feedback on each and every showing.



OFFERS & NEGOTIATIONS

SECURING THE BEST TERMS

Receiving an offer on your home is exciting! But it's rarely the end of the process. Negotiation is often the next step to reach an agreement that works for both you and the buyer. Here's what to expect:



When you get an offer on your home, it usually includes the price, closing date, things that need to happen for the sale to go through (like getting a loan), what's included in the sale (like appliances), and a deposit from the buyer. To decide if it's a good offer, think about if the price is fair, if the conditions are reasonable, and if the closing date works for you.

AFTER AN OFFER IS SUBMITTED

1

WE CAN:

- **Accept the offer**
- **Decline the offer**
If the offer isn't close enough to your expectation and there is no need to further negotiate.
- **Counter-offer** - A counter-offer is when you offer different terms to the buyer.

2

THE BUYER CAN THEN:

- **Accept the counter-offer**
- **Decline the counter-offer**
- **Counter the offer**
You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

3

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

NEGOTIATION PLAYBOOK:

TACTICS & STRATEGIES FOR SUCCESS



EFFECTIVE NEGOTIATION TACTICS

- Price:** We'll analyze the offer price, comparing it to recent comparable sales and considering your desired sale price.
- Contingencies:** We'll review any contingencies in the offer, such as financing, appraisal, and inspection contingencies, to ensure they protect your interests while keeping the offer attractive to the buyer.
- Closing Date:** We'll discuss the proposed closing date and determine if it aligns with your timeline and moving plans.
- Special Requests:** We'll address any special requests from the buyer, such as the inclusion or exclusion of certain appliances or fixtures.
- Communication:** We'll maintain open and respectful communication with the buyer's agent throughout the negotiation process.
- Flexibility:** We'll identify areas where you're willing to be flexible and areas where you're firm, allowing for strategic compromises to reach an agreement.

ADVANCED NEGOTIATION STRATEGIES

- Market Knowledge:** We'll leverage our deep understanding of the local market to support our negotiation strategy, using recent sales data and market trends to justify our position.
- Creative Solutions:** If challenges arise, we'll explore creative solutions to address them, such as offering seller concessions or finding alternative financing options.
- Legal Expertise:** If necessary, we'll consult with legal professionals to ensure the final contract protects your rights and interests.
- Walk-Away Point:** We'll establish a clear walk-away point to avoid accepting an offer that doesn't meet your needs.
- Post-Offer Strategy:** We'll provide guidance on managing multiple offers, backup offers, or escalation clauses to maximize your outcome.

BEYOND THE OFFER

Once you receive an offer, the journey isn't over. There are still important steps to navigate. We'll make sure all details are clear and all terms are met. Once you've accepted an offer, the escrow process begins. I'll be your trusted partner, every step of the way.

1

OFFER & ACCEPTANCE

(1-3 DAYS)

Buyer's Offer: Buyer submits an offer with earnest money.

Seller's Review: Seller's review the offer, negotiate, and accept.

Executed Contract: Both parties sign contract, making it legally binding.

2

CONTINGENCIES

(1-4 WEEKS)

Home Inspections (5-10 days): Buyer hires an inspector and negotiates repairs.

Financing (3-5 weeks): Buyer secures a loan if necessary.

Appraisal (1-2 weeks): Lender checks property value.

3

MEET CONTINGENCIES & PREPARE FOR CLOSING (1-3 WEEKS)

Repair Completion: You complete agreed-upon repairs from inspections.

HOA Docs (if applicable, 3-7 days): You provide HOA documents to the buyer.

Title Search & Insurance: Title company verifies ownership and provides title insurance.

Final Walkthrough (1 day): Buyer does a final check of the property.

4

CLOSING

(1 DAY)

Gather at Title Company/Attorney's Office: All parties meet to sign and close.

Sign Documents: You and the buyer sign all required paperwork.

Disbursement of funds: Seller receives proceeds, and buyer gets keys.

Possession: Buyer takes possession of the property

OVERALL TIMELINE: 30-60 DAYS (OR MORE)

This is a rough estimate. Some deals close faster, others take longer.

FACTORS THAT INFLUENCE THE TIMELINE:

- Buyer's Financing:** Loan approvals can be quick or slow.
- Appraisal Issues:** Low appraisals can cause delays or renegotiation.
- Repair Negotiations:** Extensive repairs take time.
- Title Issues:** Unforeseen title problems require legal resolution.
- Scheduling:** Coordinating everyone's availability for closing.

Pro Tip: Stay in close communication with your realtor throughout the process. I'll guide you, keep you updated on deadlines, and help ensure a smooth closing.

HOME INSPECTIONS

AND WHAT TO EXPECT

WHAT IS INCLUDED:

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME:

TYPICALLY 3-14 DAYS AFTER SIGNING CONTRACT.
NEGOTIATIONS USUALLY HAPPEN WITHIN 5 DAYS

COSTS:

NO COST TO THE SELLER. BUYER WILL CHOOSE
AND PURCHASE THE INSPECTION BY THE
INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES:

INSPECTIONS AND POTENTIAL REPAIRS ARE
USUALLY ONE OF THE TOP REASONS A SALE DOES
NOT CLOSE.

COMMON PROBLEMS COULD BE:

FOUNDATION, ELECTRICAL, PLUMBING, PESTS,
STRUCTURAL, MOLD, HVAC, ROOF

UPON COMPLETION:

•BUYER CAN ACCEPT AS IS

•BUYER CAN OFFER TO RENEGOTIATE

•BUYER CAN CANCEL CONTRACT



POST-INSPECTION

PROCESS

1. REVIEW INSPECTION REPORT

- Carefully review the inspection report with your agent to identify any necessary repairs.
- Prioritize repairs based on urgency and impact on the property's value.

2. NEGOTIATE REPAIRS

- Your agent will work strategically with the buyer's agent to negotiate the scope and cost of repairs.
- They will advocate for your best interests, ensuring a fair and balanced agreement.

3. SELECT RELIABLE CONTRACTORS

- Your agent can recommend trusted and experienced contractors to handle the repairs.
- They will oversee the entire repair process to guarantee quality workmanship and timely completion.

4. SCHEDULE AND COORDINATE REPAIRS

- Coordinate with contractors to schedule repairs that minimize disruptions to your lifestyle.

5. FINAL WALK-THROUGH

- Conduct a thorough final walk-through with your agent and the buyer's agent to verify that all agreed-upon repairs have been completed.
- Address any remaining concerns and ensure the property is prepared for closing.

ADDITIONAL TIPS:

- Stay Informed: Maintain open communication with your agent throughout the repair process, seeking regular updates.
- Proactive Approach: Anticipate potential issues and take proactive steps to address them.
- Obtain Necessary Permits and Insurance: Adhere to local regulations and protect your investment with adequate insurance coverage.

By following these steps and working closely with me, we can navigate the post-inspection process with confidence and ease.



HOME APPRAISAL

If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. We will discuss strategies to display the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
- Cancel and re-list
- Consider an alternative all-cash offer

Appraisals are important reason to make sure we price your home accurately.

UNDERSTANDING ESCROW:

A SMOOTH PATH TO CLOSING

WHAT IS ESCROW?

A neutral third party (escrow holder – usually a title company) holds funds and documents until all agreed-upon conditions are met, protecting both buyer and seller.

HOW DOES IT WORK?

- 1. Open Escrow:** Earnest money is deposited.
- 2. Instructions:** Buyer and seller provide instructions outlining all sale terms.
- 3. Holding:** Escrow holds funds and documents (purchase agreement, title reports, loan docs).
- 4. Conditions Met:** Buyer and seller fulfill obligations (financing, repairs).
- 5. Closing:** Funds are disbursed, and title is transferred.

WHAT HAPPENS DURING ESCROW?

- **Title Search:** Ensures clear ownership.
- **Appraisal:** Lender assesses property value.
- **Loan Underwriting:** Lender finalizes loan approval.
- **Inspections:** Buyer completes inspections.
- **Repairs:** Seller completes agreed-upon repairs.
- **Document Prep:** Legal documents are prepared.
- **Closing:** Final meeting where documents are signed, and ownership is transferred.

WHY IS ESCROW IMPORTANT?

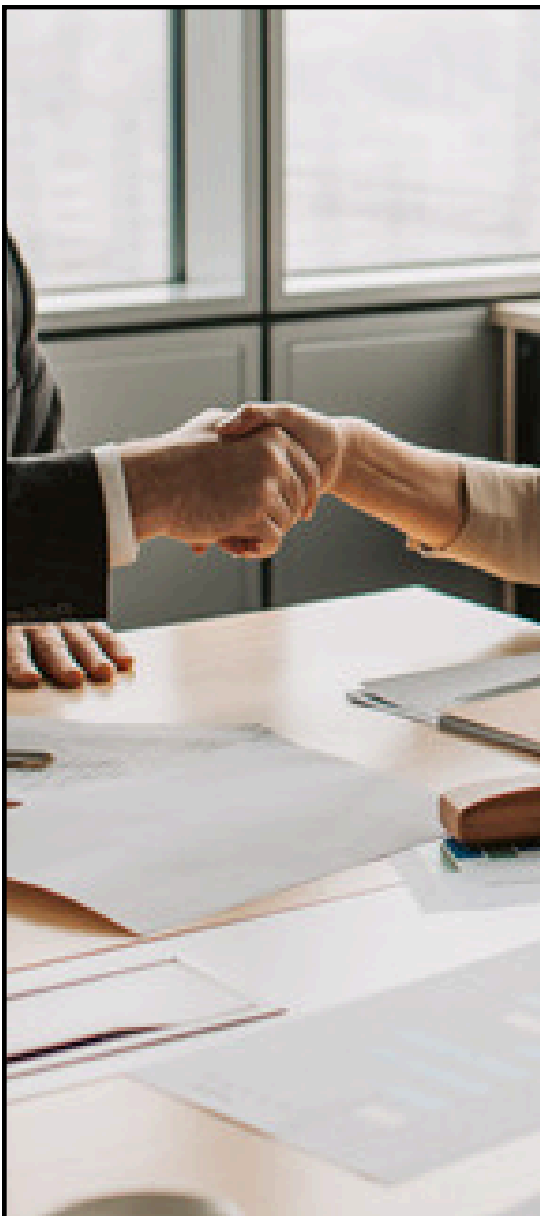
- **Protection:** Ensures no funds or property change hands until all conditions are met.
- **Impartiality:** A neutral third party handles the transaction fairly.
- **Security:** Secure holding of funds and documents.
- **Streamlined:** Coordinates all closing steps.



CLOSING THE SALE

WHAT TO EXPECT

Closing is the final stage where documents are signed, funds are transferred, and ownership is officially transferred to the buyer. In Texas, you may hear three steps: signing, funding, and recording. Recording is when the deed is filed with the county, making the transfer official. The title company/escrow officer reviews the contract, prepares the closing documents, collects payoff information, coordinates signing, receives and disburses funds, and records the deed and related documents.



YOUR COSTS

SELLER COMMONLY PAYS:

- Mortgage payoff (and applicable lender fees)
- Liens/judgments or other claims that must be cleared
- Unpaid HOA/POA assessments and required HOA transfer/resale documents (if applicable)
- Real estate commissions as agreed in listing agreement
- Owner's title insurance policy (customary/negotiable)
- Home warranty (optional; sometimes negotiated)
- Any negotiated concessions (repairs/credits) and prorations (taxes/HOA, as applicable)

WHAT TO BRING

SELLERS NEED TO BRING TO CLOSING:

- Government-issued photo ID
- Keys, garage remotes, mailbox/spare keys, gate/community access devices (delivered according to the contract/possession)

AFTER CLOSING

SAVE THESE FOR TAXES:

- Copies of all closing documents
- Home improvement receipts and repair records

FINAL STEPS

✓ CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

✓ CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

✓ CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

✓ TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans.

✓ DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

✓ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

✓ CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

✓ CLEAN

Before you leave, ensure your home is clean. Thoroughly clean the cabinets, refrigerator, and appliances inside and out. Don't forget to clean the garage. Arrange for trash pickup before closing day. Leave your home in the condition you would want as a buyer.

✓ INCIDENTALS

Gather all house keys, remotes, gate/pool keys, and mailbox keys. We'll confirm the delivery method.

✓ LOCK UP

Ensure all blinds are closed, and lock the windows and doors.



SELLING YOUR HOME: LISTING AGENT AGREEMENT

WHAT IS A LISTING AGENT AGREEMENT?

This agreement is the foundation of our partnership. It authorizes my brokerage to market and sell your home and clearly explains responsibilities, timelines, and compensation, so everything is transparent from the start. This agreement makes sure you understand the plan and the costs before we go live.

KEY ELEMENTS WE'LL DECIDE TOGETHER:

- **Listing term:** the start and end date of the agreement
- **Listing price & strategy:** pricing approach based on market data
- **Marketing plan:** how we'll position, promote, and show your home
- **Access & communication:** how showings work and how often you want updates
- **Compensation:** the fee structure we agree to (percentage or flat fee)
- **Buyer-agent compensation:** MLS no longer displays offers of compensation, but seller contributions can still be negotiated as part of your overall strategy.

WHAT I HANDLE FOR YOU

- Pricing guidance and market analysis
- Prep recommendations (repairs, staging, timing, etc.)
- Professional Photography
- Professional marketing and showing strategy
- Offer review (price and terms) with a clear net sheet
- Negotiation (repairs, credits, timelines, possession, and more)
- Coordination through title, inspections, appraisal, and deadlines

NO PRESSURE

I'll walk you through the agreement and answer every question. There's no obligation to sign until you're comfortable and ready.

FAQ

CAN I CANCEL?

Yes. Cancellation terms are in the agreement. If anything changes, just tell me right away.

WHEN IS THE FEE EARNED/PAID?

Typically, the fee is earned when a buyer is procured under the agreement and paid at closing/funding through the title company.



PAYMENT OPTIONS: AGENT COMPENSATION

WHAT HAS CHANGES & WHAT HASN'T?

Traditionally, the seller pays the listing agent's fee based on the sale price. That's still common. What's changed is that all compensation is now clearly negotiated and agreed to in writing upfront, creating more transparency and flexibility.

POSSIBLE PAYMENT SCENARIOS:

- **Percentage of Final Sale Price:** (Most common) a pre-agreed percentage of the final sale price.
- **Flat Fee:** In some cases, a flat fee is negotiated for specific services, usually for unique or high-value homes.
- **Combination:** A combination of a flat fee for specific services plus a percentage of the sale price could be agreed upon.

BUYER'S AGENT COMPENSATION: HOW IT WORKS & HOW IT AFFECTS YOU

Buyer representation is typically paid through the transaction, but how that compensation is handled can vary.

POSSIBLE PAYMENT SCENARIOS FOR BUYER'S AGENT:

- **Seller-Paid Commission:** You may choose to offer compensation to the buyer's agent, which can help attract more buyers and encourage showings.
- **Buyer-Paid Commission:** The buyer may pay their agent directly (based on their own agreement).
- **Negotiated Compensation:** Compensation can be requested as part of the buyer's offer and negotiated during contract terms.

TRANSPARENCY IS KEY:

We will clearly discuss the compensation structure with you upfront, outlining all possibilities in a written agreement. This ensures that both parties are aligned from the start.



IS IT ESSENTIAL TO OFFER A BUYER'S AGENT COMMISSION?

Not always — but it can be a strategic tool. The right choice depends on your goals (speed, net proceeds, competition, and the current market). We'll look at your neighborhood data and tailor the strategy to what will help you sell successfully.

PROS OF OFFERING

A Buyer's Agent Commission

- Broader buyer reach:** Attracts more potential buyers, including those unable to pay their agent's commission.
- Competitive Advantage:** Increases property appeal, and showing activity, potentially leading to quicker sales and higher prices.
- Professional Representation:** Ensures fair representation for buyers, protecting their interests and facilitating smoother transactions.
- Increased Affordability:** Makes properties more accessible, especially for first-time buyers, attracting more qualified buyers.
- Reduced Risk of Failed Deals:** A buyer agent helps ensure timely and accurate paperwork, minimizing the chances of deal failures.

CONS OF OFFERING

A Buyer's Agent Commission

- Financial Investment:** Can be an additional cost and reduce their overall net profit from the sale, especially in highly competitive markets where multiple offers are common.
- Not all agents are equal:** Some buyer agents bring more value than others.
- Strategy Matters:** In some situations, you may prefer to negotiate compensation only if requested in an offer (rather than offering it upfront).



RECOMMENDED RESOURCES

TRUSTED PROS, WHEN YOU NEED THEM

I have a network of reliable local professionals I can recommend - people clients have used and felt good about. Because the best referral depends on your timeline, budget, and the type of work you're doing, I don't share a one-size-fits-all list.

Need a great pro? Reach out and tell me what you're working on. I'll connect you with a trusted option.

CLEANING & PREP

- House cleaning (pre-listing / move-out)
- Junk removal / haul-off
- Donation pickup / organizing

REPAIRS & TRADES

- Electrician
- Plumbing
- HVAC (service / tune-ups)
- General contractor / handyman
- Roofing (repair / replacement)

COSMETIC UPGRADES

- Interior / exterior painting
- Flooring (carpet / LVP / tile)
- Tile & grout work
- Countertops
- Cabinets (paint / refacing)
- Lighting upgrades

EXTERIOR & CURB APPEAL

- Landscaping
- Tree trimming
- Decking & fencing
- Pressure washing

SPECIALTY SERVICES

- Pest control
- Termite treatment
- Foundation evaluation
- Structural engineer (if needed)
- Pool service
- Garage door repair
- Appliance repair

NOTE : REFERRALS ARE PROVIDED AS A COURTESY. YOU'RE ALWAYS FREE TO CHOOSE ANY PROVIDER YOU PREFER, AND YOU'LL CONTRACT DIRECTLY WITH THEM.





ARE YOU READY?

YOUR NEXT STEPS

GETTING YOUR HOME ON THE MARKET

STEP 1: Listing Agreement

We'll review and sign the paperwork. This officially starts our partnership.

STEP 2: Prepare the Home

Use the checklists to start preparing and staging your home

STEP 3: Professional Photos

We'll set a date for a photographer to capture your home's best features.

STEP 4: Set "Go Live" Date

We'll determine the best day to list your home on the market

STEP 5: Final Review

We'll review the marketing materials and strategies. This is your opportunity to ask any questions before going live.

STEP 6: "For Sale" Sign

I'll place my professional signage on your property. This typically happens the day before we go live on the market.

THANK YOU

Selling a home is a big decision! I'm here to guide you with clear advice, smart strategy, and steady communication.

My goal is simple: help you sell for the best possible price, within your timeline, with a smooth, well-managed process from start to finish.

When you're ready, let's get started and turn "For Sale" into "Sold."



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[LESLIEVALDES.REALESTATE](https://www.facebook.com/LESLIEVALDES.REALESTATE)

Leslie Valdes
REALTOR®

616-914-8959

[LESLIEVALDES.COM](https://www.leslievaldes.com)

LESLIEVALDES@KW.COM

KELLER WILLIAMS CITY VIEW

