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“Changing The Way Real Estate Is Done”<sup>®</sup>

## Steps To List Your House

We've written this page to help you understand the main steps needed to get your property listed. The related paperwork needed for each section is listed in red underlined italics. For Forms GoTo: [www.CustomerFiles.com](http://www.CustomerFiles.com)

### 1 [ ] Gathering of Information - Property & Seller Information Sheets

To better understand your needs we need you to fill out the Personal Data Sheets as well as the Property Data Sheets. Please fax or email them back to us ASAP! We highly recommend that you order a pay-off letter from your lender(s): (The amount that you know you owe on your mortgage is actually different from the true pay-off amount)

### 2 [ ] Market Analysis - Value Report

We perform an extensive analysis of your properties market value range. There are MANY factors that affect a properties value.... One of which is plain old “good/bad” luck with the Buyer!

### 3 [ ] Discussion of Marketing & Pricing Strategy - Price vs Time Report

There are many different marketing strategies depending on the sellers needs... we can explain how the different pricing range you might expect. Keep in mind: you may have to reduce the asking price once or twice as time goes on and depending at what price you started with. See our “6 Ways To Sell” Flyer

### 4 [ ] Listing Paperwork: Listing Agreement TAR-1101 Sellers Disclosure ABOR-1406

T-47 TAR-1907 (and other applicable disclosures, such as Lead Based Paint & HOA) Each page needs initialed & the documents need signed. Pay particular attention to the Sellers Disclosure! The T-47 needs to be notarized.

**5 [ ] Subdivision Information:** The Restrictions, Bylaws, Rules of the Property Owners' Association and a Resale Certificate MUST be available at the time the property is put on the market... because the Buyer has up to 7 days after receiving these docs to terminate the contract!

**6 [ ] Getting The Property Ready For The Market:** Please ask me to help. There can be lots of little things you may overlook. The closer you can make your property look like a builders new model home the better. Lets go to a builders model home so we can both take a look! Let's also take a look inside other similar homes for sale in your neighborhood... let's see the competition! **ALSO:** We recommend that ALL sellers get their home pre-inspected... the older the home the more we would recommend an inspection... even newly constructed homes can have “deal-breaking” problems - that you can fix *BEFORE* a Buyer finds them.

**7 [ ] Photo Shoot:** Clean & bright is the secret of a great photo-shoot! Please be ready.... ALL lights on... everything in order ... Blind down, slats closed ... Refrigerator exterior empty of notes, photos/magnets.

**8 [ ] 1<sup>st</sup> / 2<sup>nd</sup> Month of Listing:** It will take about 6 weeks for your advertising to permeate the entire internet. During this time we monitor all the major 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> party real estate web sites for your properties marketing accuracy.

**9 [ ] Closing / Funding: Settlement Statement** (For More Info See TAR Form #2512 (also known as the HUD-1) The funding can be anywhere from 1-8 hrs after the closing...remember the buyer Does NOT own the property until AFTER the **funding** of monies is completed.

### 10 [ ] Sellers Temporary Lease (optional) - TAR Form #1910

We recommend that we try negotiating with the Buyers to allow you to Lease-Back for a short period of time after the closing/funding to ensure that the transaction actually is fully completed

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