

# SELLERS GUIDE

Texasdallashomes.com  
ultimate guide to selling your home

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# Khalid Islam

## MEET YOUR AGENT

As a Top Producing Dallas Realtor Khalid has earned a reputation for real estate knowledge, professionalism, honesty, and integrity. Khalid is admired for his negotiation skills, Local market knowledge, work-ethics, out of the box thinking, and unparalleled service. Our client's real estate goals are different, and no two transactions are the same. Depending on the needs Khalid creates a tailored plan and working strategy catered to each individual and homeowner.

When you choose to work with us, you are aligning yourself with ultimate professional, and assuring yourself the best service and results. To be ahead of the curve Khalid believes staying educated on real estate market gives our clients an edge and leads to long-term relationships and success.

Khalid's goal is to provide the finest real estate services to his clients in Dallas, Fort Worth, Southlake, Westlake, Keller, Frisco, McKinney, Parker, Lucas, Fairview, Celina, and the surrounding areas. Khalid is passionate about real estate and make sure our clients get the experience they deserve.

Having obtained needed designations in Real Estate Graduate Realtor Institute (GRI), Accredited Buyer Representative (ABR), and Seller Representative Specialist (SRS), and obtaining an MBA from school of Business, Khalid is equipped with needed knowledge and experience to serve his clients. Khalid loves nothing more than getting to know people and enthusiastically working to maintain close relationships, which has allowed him to form an invaluable network of contacts.

Khalid understands that relationship building is at the heart of any business, and mutual respect and open communication is the key to maintaining a strong relationship. Khalid participates in, and volunteer for events and charities to benefit local schools and organizations. Khalid prides himself on nurturing lasting relationships with his clients that extend far beyond the sale or purchase of any home. When Khalid is not assisting his clients, he enjoys spending time with his family and friends. Khalid likes Golfing, horse riding, outdoor activities and enjoys traveling.

# STEP 1:

# GETTING READY TO LIST



## 1. CREATING A PLAN WITH YOUR REALTOR

You and your realtor will make a plan of selling your home. **You'll create an estimated timeline** of how long it will take for you to sell your home and what all needs to be accomplished in order to meet your goal. These items may include:

- |   |   |
|---|---|
| <input type="checkbox"/> Finish Packing   | <input type="checkbox"/> Repairs/improvements |
| <input type="checkbox"/> Cleaning/Staging | <input type="checkbox"/> Inspections          |

## 2. SIGN A LISTING AGREEMENT

A **listing agreement** is a contract between you and your realtor. This gives your realtor the permission to find a buyer for your home. You can rest assured that your realtor will make sure that everything is taken care of and that they will use all their resources and expertise to find you the best buyer and best offer available



### 3. PRICING YOUR HOUSE TO SELL

- **Market Analysis.** Your realtor will put together a market analysis for you. This analysis shows homes comparable to your own in your neighborhood that are currently on the market, have a sale pending or have just recently sold. This will allow you to compare the prices that people are trying to sell their home at and what their homes are actually selling for.
- **Is the season?** It has been found that the best seasons to sell your home are spring and fall. Spring is a favorite time because the weather is warming up and families like to plan to sell and move during summer break. Fall is another good season because people are back from summer vacations.
- **Buyer or seller market?** If it's a buyer market that you'll want to price your home slightly lower than the competition since there is a saturated market with lots of homes to buy. If it's a seller's market that means that homes are slim pickings and you're able to price your home higher because there are less homes available.



# STEP 2:

## GETTING OPEN HOUSE READY

### 1. PUT PERSONAL ITEMS AWAY

You want potential buyers to be able to look through your home and **imagine themselves living there**. It's hard for them to do that when there are pictures of you and your family or if there are Star Wars movie posters hanging on the walls; and the buyers aren't necessarily a fan. You don't want your home to look empty but **you want it to look like a beautiful clean slate** where people can get excited about starting their life there.

### 2. DECLUTTER

Having too much stuff in your rooms will hide the size and all the amazing features your home has to offer. Clear all the unnecessary knickknacks, trash, posters & decor that distracts rather than enhances the home.

Create piles/containers for going through your house to sort while decluttering:

1. **Put away:** Is the item in the wrong place in the house? Put them away where they really go
2. **Sell:** a garage sale is a great way to get rid of things you no longer need which will declutter your home to sell and make it easier to move when it's time
3. **Recycle:** Papers, plastics, cans and the like
4. **Trash:** This bin is for garbage or anything that needs to be thrown away like broken toys, unusable boxes, other broken items and any other garbage
5. **Donate:** This bin is for taking to goodwill and donating to the less fortunate



### 3. DEEP CLEAN

You want to get your home squeaky clean and looking its best, here are some things & places to remember to clean:

- Appliances (i.e. ovens inside/out)
- Bathtubs
- Baseboards
- Ceiling fans
- Cabinets
- Countertops
- Floors
- Garage (clean out)
- Grout
- Sheds (clean out)
- Showers
- Sinks
- Toilets
- Vanities
- Vents
- Walls
- Windows
- Window Coverings



## 4. MAKE NEEDED REPAIRS

Remember to focus on repairs that will bring more **value** to the home but don't go overboard with improvements or you'll be out more money than is necessary. Focus on what can make the biggest difference visually or what people look for in a home the most (i.e a clean & cohesive looking home, nice kitchen, nice floors & bathrooms in good repair. Some ideas of what good repairs to invest in are:

- Upgrading the **flooring**
- Putting up a new fresh **coat of paint**
- Landscaping** the front yard
- Investing in **stainless steel appliances**
- Repairing or redoing **grout in the bathrooms**



## 5. GET PHOTOS TAKEN

A picture says a thousand words. The same goes for the pictures taken of your home. You'll want professional photos taken or in the very least high-quality pictures taken by a very good camera with lots of natural light. These pictures you will use for your the online listings of your home.



## 5. SELLERS DISCLOSURE

Your agent will help you fill out your sellers disclosure form where you will list any problems with your home like water damage, neighborhood noise or needed repairs. Don't intentionally leave anything out as that could cause you big problems down the line with the buyer.



# STAGING

## -PROFESSIONAL STAGING

**You can hire a professional stager** that your realtor recommends. They have the expertise and experience that can make your home drool-worthy for potential buyers. They usually have furniture/decor on hand they can use during the open house of your home to make your home look clean, new and up-to-date on the latest interior design styles.



As you see in the pictures above it make a big difference between having an empty room versus having a beautifully designed room. The buyer can really imagine how they themselves will be able to use the space.

# -STAGING HOME YOURSELF



## CHANGE/MOVE FURNITURE

Are there too many chairs in your living room or is your couch too large for the living room? Create more visual space by eliminating chairs or bringing in smaller furniture. You don't want your home to feel to cramped or small.



## GOOD SMELLS

Open the windows, air out all the rooms, light a few candles from Bath & Body Works. You can grind lemons wedges in the disposal in the sink or bake cookies. All these things can make your home desirable for your buyers even before they even take a look at the home.



## MUSIC

Having relaxing jazz or piano music playing can create a wonderful ambience while buyers are going through your house.

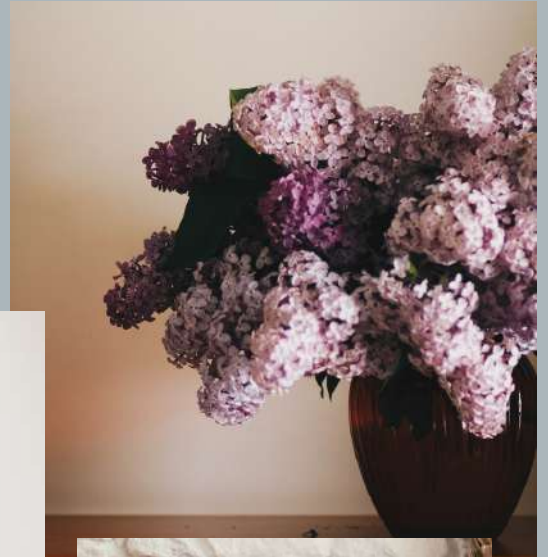


## OPEN WINDOWS/TURN ON LIGHTS

Bring in all the light possible by opening all the blinds, curtains & turning on all the lights in every room.

## INVITING DECOR

Create a cozy and inviting home by putting out fresh flowers, wood decor, concrete or marble decor, pottery, burlap, rope, wheat & plants or succulents.



## 6. PROMOTING HOUSE ONLINE & OFFLINE

**Promoting online:** Your realtor will list your home on websites like Redfin.com, realtor.com and other listings. They will list your home's pictures, square footage, features and selling price.



**Promoting offline:** Flyers, mailers and "For Sale" signs are additional ways your realtor will get the word out about your home

## 6. OPEN HOUSE DAY

You've **cleaned, decluttered, repaired & staged** your home. Today at the time specified people who have seen your home advertised will come through your house and see if it's the right fit for them. You may get offers or people who want your agent's contact information in case they have more questions or maybe want to make an offer in the near future. Open houses are typically held on Saturdays for a few hours (like 11am-2pm) or sometimes on Friday evenings. You'll need to plan on being somewhere else during the open house and showings like at a family or friend's, go grocery shopping, park, etc.

## 7. PRIVATE SHOWINGS

Some people won't be able to make it to the open house or would just **like to schedule a time with the realtor to go through the house** where it's just them going through the house. The realtor will confirm with you if you're available when the potential buyer wants to walk through your house and, if so, the realtor will play host and do the showing while you are out of the home.

# STEP 3:

## CHOOSING THE RIGHT BUYER

### 1. REVIEWING OFFERS

**Highest offers may not always be the best.** The highest offer might seem like the best bet but you'll want to make sure that you see their approval letter from their lender to make sure they qualify and have the funds to buy your house for that price.

#### **Look at the contingencies**

Review the contingencies of each offer. The buyer is allowed to pencil in contingencies that they feel that they wanted completed in order to feel good with going forward with buying your home.

Common contingencies are:

- loan (in case buyer is not able to get the loan/financing they need from the lender to buy your home)
- appraisal (in case the ho
- home inspection (they can back out if they find something majorly wrong with the home that is a deal breaker for them)

If all of these items are not met the buyer is able to back out (for that contingency reason) and receive their deposit back. If you get an offer with a high amount of contingencies than maybe it's best to put them toward the bottom of your list of possible candidates.





### **Highly consider offers with large deposits**

If someone offers to put down a \$10k deposit, you can rest assured they are serious as they have more to lose if they were to back out of the sale; especially if you compare it with potential buyers who have said they would put down \$2k or \$4k deposits.

### **Keep emotions out of it**

It's important to not get too attached to a certain seller just because you like them personally. Look at the facts and choose the buyer that can prove their ability to purchase your home, have reasonable contingencies and whose timeline fits with your timeline of when you need to sell your home.

## 2 NEGOTIATIONS

Once you decide on an offer, you and the buyer may go back and forth on counteroffers of price or terms.

### **1. Offer is lower than your asking price.**

You can:

- Counteroffer with your asking price
- Counteroffer between with your asking price and the buyer's offer
- Counteroffer with your same asking price but offer the buyer a concession

### **2. Buyer asks you to cover closing costs.**

You can:

- Agree to cover costs
- Cover the closing costs, raise the price
- Decline to cover costs

### **3. Buyer has very long list of things they want fixed**

You can:

- Offer warranty
- Give the buyer money for the repairs
- Offer to help pay closing costs to offset the expense of the repairs

# STEP 4:

## PRE-CLOSING PROCESS

### **Sign contract**

After you and the buyer fully agree on price & terms will and the buyer will sign the sales agreement contract.

### **Appraisal**

The home will have an appraisal done by an appraiser who will go through the home to determine it's worth based on square footage, state of the kitchen, bathrooms, etc. Your real estate agent will let you know when the appraisal will take place and the appraisal will typically take about 30 minutes to complete.

An appraisal is the lender's way to make sure that the home is worth the price the the buyer will be paying for it.

### **Complete buyers inspections**

The buyer may or may not pay for an inspection on the home. If it is always a good idea to conduct your own home inspection before putting your home up for sale so that things run smoothly in the closing process.

If the buyer has an inspection done at this time they may find things that want repaired which could really delay closing and cause you extra work.





### 3-5 days before closing

- Make sure all of your things are completely moved out (except for items you've included in the sale like certain appliances)
- Clean house cleaned
- Take utilities out of your name
- Cancel homeowner's insurance

### Final walkthrough

A final walkthrough will be done 24 hours before closing day to ensure everything is still

# STEP 5:

## CLOSING DAY

### What to expect at closing

Once the inspection, appraisal & final walkthrough is completed and the contingencies/conditions of the contract are all met then all there is to do is sign all the documents on closing day. Documents will be signed, the buyer will receive the deed and funds for the sale of the home will be send to you.

### WHAT TO BRING TO CLOSING:

- Government-issued photo ID (like driver's license or passport)
- Account number and routing number where you want the funds transferred to
- House keys
- Garage openers
- Mailbox keys



# YOU DID IT!

YOU SOLD YOUR HOME!

Selling a home can be a big job but with teamwork and my experience & expertise we can sell your home for a great price and quickly!

If you have any questions at anytime through the process I am always available for you,

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