

# Seller's

GUIDE



ANTHONY AREVALO

REALTOR®



# Meet your agent!

## ANTHONY AREVALO



I'm Anthony Arevalo, a proud resident of the Dallas-Fort Worth Metroplex for over 16 years. I was born in Brownsville, Texas, in the Rio Grande Valley, and my own experiences growing up without a stable home inspired my passion for helping others find theirs.

Real estate has always fascinated me—the architecture, the neighborhoods, and most importantly, the way a home brings people together. In 2023, I became a licensed Texas Realtor with a clear mission: to guide families and individuals through one of life's biggest milestones—buying or selling a home.

Whether you're a first-time buyer, upgrading to your dream home, or preparing to sell, I strive to make the process seamless and stress-free. I pride myself on clear communication, strong market knowledge, and always putting my clients' needs first.

### Let's Connect



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# Home Selling

## PROCESS

1

### INTERVIEW

Contact ME for your Real Estate needs

2

### PRICING

Review comparable homes and establish a price for your home

3

### STAGING

Prepare your home to make it's debut on the market

4

### PHOTOGRAPHY

We will have your home professionally photographed for the MLS

8

### UNDER CONTRACT

After accepting an offer, your home will officially be under contract

7

### OFFER

We will review all offers and help you understand all the terms of the contract

6

### MARKETING

We will use a strategic marketing plan to ensure maximum exposure

5

### MLS

Your home will go live on the MLS and will be viewable to potential buyers

9

### NEGOTIATIONS

We will negotiate any repair request made by the buyer

10

### CLOSING

Congratulations! Time to hand over your keys and celebrate selling your home!



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# Determining

## FACTORS



### WILL MY PROPERTY SELL OR NOT SELL?

#### FACTOR 1 *pricing*



When presenting a home to buyers, it's important to price the home correctly. This will set realistic expectations and attract serious buyers, ultimately leading to a successful sale for the seller. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

#### FACTOR 2 *how it works*



It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- ✓ Completing repairs that need to be done
- ✓ Decluttering & removing personal items
- ✓ Cleaning carpets
- ✓ Neutralizing spaces and walls
- ✓ Make sure the home is clean and smells fresh

#### FACTOR 3 *marketing*

I offer PROVEN MARKETING STRATEGIES to help get your home sold quickly and for top dollar.



- ✓ **PROSPECTING**  
Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients.
- ✓ **MARKETING**  
The second you sign with me, I go to work on marketing your home! COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.
- ✓ **COMMUNICATION**  
You can expect me to actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week

### OUR TEAM ADVANTAGE

✓ **PROFESSIONAL PHOTOGRAPHY PROVIDED**

✓ **PROFESSIONAL STAGING PROVIDED**

- 85% of staged homes sold for 6-25% more
- Most tasks are completed during the appointment

✓ **BOOSTED ONLINE EXPOSURE**

Today's market is centered on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in its best light. Studies show that online buyers disregard homes with limited photos, low-quality photos, and minimal information. I will be sure to take the extra steps to get maximum exposure for your home and give the online shopper a wealth of information, as well as quality photos, and video tours.

# Listing



## STRATEGY

### PRICING STRATEGY

Taking a close look at the market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at many homes and quickly get a feel for the price range that homes sell for in a given condition and location.

### PROFESSIONAL STAGING

To make sure your home is shown in the best light to buyers, I will provide a professional staging consultation to ensure your home is ready to hit the market. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

### PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and sell for top dollar.

### AGENT MARKETING

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

### ADVERTISING & MARKETING

Correctly marketing a property is imperative to a successful sale. I focus most of my attention on this. My expertise is increasing brand awareness and attracting hundreds of buyers per month.

# Preparing TO LIST

*A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.*

## 01 EXTERIOR

- Wash or paint the home's exterior
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences

## 02 INTERIOR

- Remove personal items, excessive decorations & furniture
- Clean or replace carpets
- Get rid of clutter & organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures.
- Be sure that all light bulbs are in working order

## 03 FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal.
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door

# Marketing



## PLAN



Create a professional listing flyer & in-home marketing book



Informative & engaging MLS listing description



Generate a landing page for people to access information for your property.



Hold Open House 1-2 weeks after placing property on the market



Strategic & Targeted post card campaign



Expose to all my associates / Business meetings etc.



Use high resolution, professional quality photography



Target one-to-one social media advertising



Door-knock the neighborhood & pass out listing flyers



# Home

## SHOWINGS

### FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having any missed opportunities.

### FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

### INFORMED

Make sure everyone in the home is informed when showings are scheduled to ensure personal spaces are clean.

### NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

### DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

### TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

### ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

### TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

### PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

### VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.

# Navigating

## OFFERS



***Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors to consider.***

### CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

### ALL CASH BUYERS

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

### PRE-APPROVAL

Assures a home seller that the buyer can get the loan they need.

### LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. An FHA loan can cause delays because they require certain approvals.

### CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing date to allow time for your next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.

### CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs or some specific closing costs.

### BUYER LETTER

A buyer letter is usually a sort of introduction to the buyer(s) and helps the seller get to know the buyer with any specifics to their situation.

### REPAIR REQUEST

If your home is "turn key" or recently remodeled, there may be little to no repair requests. Some repair requests can be expensive. It's important to know what is best for you.

### OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the best offer for you.

# Negotiations

## WE CAN:

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- ACCEPT THE OFFER
- DECLINE THE OFFER

If the offer isn't close enough to expectation and there is no need to negotiate.

- COUNTER OFFER

A counter-offer is when you offer to accept the buyers offer subject to different terms.

## THE BUYER CAN:

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- ACCEPT THE COUNTER-OFFER
- DECLINE THE COUNTER-OFFER
- COUNTER-OFFER

You can negotiate back and forth as many times as needed until you can reach an agreement or someone copts out.

## ACCEPTED OFFER:

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Sign the purchase agreement and you are now officially under contract and in escrow! There are usually several contingency periods while in escrow.

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

## Inspections

### WHAT IS INCLUDED:

- ✓ HEATING & COOLING
- ✓ PLUMBING
- ✓ BASEMENT
- ✓ FOUNDATION
- ✓ CRAWLSPACE
- ✓ STRUCTURE
- ✓ ROOF & COMPONENTS
- ✓ EXTERIOR & SIDING
- ✓ ELECTRICAL
- ✓ ATTACHED GARAGES
- ✓ WALLS
- ✓ ATTIC & INSULATION
- ✓ DOORS
- ✓ DRAINAGE
- ✓ WINDOWS & LIGHTING
- ✓ APPLIANCES (LIMITED)
- ✓ GRADING
- ✓ ALL STAIRS
- ✓ GARAGE DOORS

### INSPECTION TIME FRAME

Typically, inspections will need to be scheduled ASAP to stay within the usual 14 day inspection period. There may be some lag time in obtaining the actual report.

### POSSIBLE OUTCOMES

A home inspection may reveal potential and necessary repairs. If a lender is involved in the transaction, this may affect funding

### COSTS

There is usually no cost to the seller with a general home inspection. The buyer will hire a home inspection company of their choice.

### COMMON PROBLEMS

Outdated electrical, leaky plumbing, mold, structural cracks, foundation issues, heating/cooling system defects, roof problems, and more.

# 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 in fact 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 an appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

### APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Request buyer to cover the difference & renegotiate terms
- Cancel, & re-list
- Review any back-up offers, & possible cash offers

### APPRAISAL COMES IN AT OR ABOVE SALE PRICE

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



# Closing

## YOUR COSTS

- Mortgage balance & penalties (if applicable)
- Any claims against your property
- Unpaid assessments on your property
- Real estate agent commission
- Title Search
- Title insurance policy
- Home warranty

## ITEMS TO BRING TO CLOSING:

- ✓ Government Issued Photo ID
- ✓ House Keys
- ✓ Garage Door Openers
- ✓ Mailbox keys & any other spare keys

## AFTER CLOSING

KEEP COPIES OF THE FOLLOWING FOR TAXES:

- Copies of all closing documents
- All home improvement receipts

## **WHAT TO EXPECT**

Closing is the point in the transaction when the buyer, seller, and all participating parties have fulfilled their legal obligations to one another. The escrow officer will look over the contract to determine what payments are owed by who, prepare documents for closing, perform the closing, & make sure all payoffs are completed. Now the buyer's title is recorded and you receive all payoffs that are due to you.



YOUR DEDICATED AGENT



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