



# SELLER'S

# *Luxury Guide*

Your Luxury Guide to multiple offers  
and TOP DOLLAR for your property!



THE CLOSERS  
REAL ESTATE GROUP

Selling Luxury Group brokered by  
THE CLOSERS Real Estate Group



## Selling Luxury Group

Selling Luxury Group is determined to provide the highest-level luxury experience to every client. We exceed expectations by utilizing differential marketing and sales techniques to ensure satisfaction. We formulate a tailored plan specific to each client to make the process of buying and selling Real Estate as seamless and efficient as possible. When working with sellers, we will implement a strategic marketing plan for your property to solicit the highest quality buyers. When working with buyers, we are assertive, attentive and employ strong negotiation skills to get the best possible results! We strive to earn the trust of every client by providing consistent, timely and effective communication from start to finish! We would love to assist you with your next home adventure!

### MISSION STATEMENT

We redefine luxury real estate in the greater Houston area. Our dynamic and savvy professionals provide exceptional service, exclusive properties, and personalized attention. With a down-to-earth approach, we create genuine connections and deliver extraordinary results. Welcome to a world where "Luxury meets authenticity."



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SANTEE X LAFAYETTE

# Step By Step

## guidance

### **1. Consultation**

Sign a listing agreement. Fill out your home disclosures: Lead Paint, Seller's Disclosure, Well/Septic/Pool Renter, etc.

### **2. Pre-Listing**

Prepare for photos. Start packing anything you don't need, like seasonal clothes and decor.

### **3. For Sale**

Go Active on the market and keep home "Show Ready" for buyers! Have a plan in place for pets and children.

### **4. Offers**

Receive offer(s), negotiate (if needed) and accept when terms are mutually agreed upon. Now the Process begins.

### **5. Inspections**

Buyer typically receives 10 days for inspections. Be fully prepared to leave your home for 1-3 hours during inspection. (Buyer and Buyer agent may be present)

### **6. Appraisals**

Buyer's lender will order Appraisal. I will prepare package to show home value. If appraisal comes in low, be prepared to renegotiate sales price.

### **7. Loan Contingency**

The buyer's lender prepares loan commitments showing the buyer is ready to purchase. In some instances, buyer may receive a loan denial. If letter is presented before LC date, buyer can walk away from contract.

### **8. Final Walk-Through**

Buyer receives one last view of the home at a final walk through to ensure we completed all repairs we negotiated. Please present all receipts and lien waivers.

### **9. Closing Day**

Have your home empty, broom swept condition. Leave extra keys, garage door openers, etc... for new buyer. The deal is not over until both sides sign and the title company officially confirmed funding.

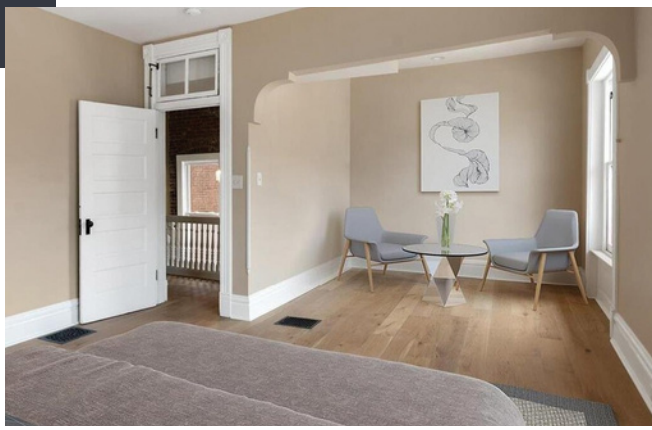


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# Preparing to List

## Maximizing your home's potential

A clean, neutral and clutter free look helps buyers to imagine what life would be like in their future home. The action points below will help them be able to do so.



### Exterior

1. Wash or paint the home's exterior
2. Paint/clean the front door
3. Keep the yard nicely trimmed
4. Keep the lawn free of clutter
5. Weed and freshly mulch garden beds
6. Clean Windows
7. Apply fresh paint where it's needed



### Interior

1. Remove personal items, excessive decorations & furniture
2. Replace or clean carpets
3. Organize and clean closets
4. Apply a fresh coat of paint to walls and trim
5. Replace outdated ceiling fixtures
6. Minimize and clean pet areas in the home

# SIMPLE CHANGES THAT GO A LONG WAY

# Selling Your Home



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## Networking

A large percentage of real estate transactions happen with co-operating agents in Missouri. I will expose your listing to this market and all my agents networks.

## Signage

A sign will be placed in your yard and open house signs prior to an open house. These will be placed at the most opportune times to gain the most exposure. (Placement subject to HOA/City Rules)

## Superior Online Exposure

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party Real Estate sites, and syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

## Email Marketing

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

## Social Media Marketing

We utilize today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, TikTok, YouTube, and Pinterest. I will feature your home on the top home search sites.

## Property Flyers & Mailers

Marketing is my forte - I will create a marketing plan specific to your property. Items may include flyers presented to all buyers attending showings, Every Door Direct Mailing Postcards to specific areas, a binder of all property information and any print materials that can add value to uncovering more potential buyers.

## Lock Box or Supra Box

Lockboxes and Supra iBox are essential for the safety of all. They allow an agent to show your house rather than relying on you, the owner, for a key. Owners are also expected to vacate the property for showings. All agents and vendors with Supra iBox have passed a background check by the State of MO to receive access to your home, adding a sense of security.

## Showings

When we list your home, you will also be signed up with a showing service that immediately communicates with myself, and/or, you when a showing is scheduled. You will have a choice to accept or deny showings via text messages. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

## Open Houses

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house. We will host an open house within the first 2 weeks of listing your home.

# Showings

**A few tips to help your home showings go as smoothly as possible**

- **Flexible**

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

- **Informed**

Make sure everyone in the home is informed when showing are to happen so they can keep their spaces clean.

- **Daily Cleaning**

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

- **Kitchen Odors**

Avoid strong-smelling foods. Keep your meal prep as neutral and simple as possible and remove trash regularly.

- **Natural Light**

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

- **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 lifestyle visual.

- **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.

- **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 site 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.



# Offers

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

- ✓ **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 bank approving the loan.
- ✓ **Pre-Approval**  
Assures home sellers 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 and VA loan can cause delays because they require certain repairs and approvals.
- ✓ **Closing Timeline**  
You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be the 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.
- ✓ **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 better offer.

## APPRAISAL

If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank/lender to verify the home is worth the loan.

As a seller you want your house to appraise as close to or above the sales price.



# Inspections

## What will be inspected?

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, etc.



## Q&A

### When will the inspection take place?

Typically, within 10 days after accepted contract.

### What happens after inspections?

A few possible outcomes following inspections:

1. Buyers can back out of the contract and request their earnest money back.
2. Buyer's agent prepares an inspection notice requesting specific repairs or credit for repairs. Negotiation takes place.

### If we agree to make repairs

#### when do we get those repairs done?

All negotiated repairs must be completed within sale contract timeframe and lien waivers/receipts need to be provided to the buyer before closing.

### How much will the inspection cost me?

No cost to the seller.

The buyer selects and pays for the inspections performed.

# Inspections

1. Sellers responsible for occupancy certificate
2. I recommend to call and schedule before listing your home
3. If you wait, you have 15 days to complete inspection once sale contract is accepted
4. Inspector checks home for safety, including smoke detectors, carbon monoxide, GFCI's, etc.
5. Sellers are responsible to complete repairs and have inspector back to review
6. Certificates can be issued on the spot if inspector finds no concerns





# Final Steps

## Close Accounts and Cancel Policies



Keep a list of phone numbers for each of your utility and entertainment companies, as a courtesy to the new home owner. Canceling utilities and closing accounts can be pre-arranged once your buyer is Clear to Close. Leave basic utilities on like water, gas, and electricity until the day of or after closing as it may be 24hr transfer for a new home owner.



### **Change Address**

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



### **Turn Everything Off**

Turn off all light switches and fans. Lastly, call the electric company. If needed, turn off valves to sinks, toilets and appliances if buyer isn't taking immediate possession.



### **Clear Out Personals and Clean**

Before closing, move out your personal belongings completely. Check all drawers, cabinets, and closets. All your personal property should be removed from the home before you leave to sign the closing documents, the day of closing.

As courtesy clean the cabinets, refrigerators, and other appliances inside & out. Thoroughly clean out the garage. Schedule trash pickup prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

### **Gather Home Paperwork and Spare Keys**



Put together a packet of manuals, receipts, and any warranties as well that you can leave for the next owner.

Leave all house keys, remotes, agate keys, pool keys, and mail keys in a drawer in the kitchen, unless instructed to bring to closing.

### **Lock Up**



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



# Prints Post Cards/Mailers

- Targeted Mail Campaigns
- Door Hangers and Flyers
- Community Open House Marketing

## Digital Internet/Social Media

Video Marketing is a great way to get more buyers interested in YOUR property!  
Check out one of our past listing videos



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# Financing Incentives/Concessions

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Interest-only payments due during construction on drawn amounts only

No re-qualification once construction is complete. Single closing reduces total costs

## ELIGIBLE TERMS

### Conventional:

Fixed-Rate 15 and 30-year amortization

### FHA:

Fixed-Rate 15 and 30-year amortization

### VA:

Fixed-Rate 15 and 30-year amortization

## FINANCING ELIGIBILITY

### Financing Options:

Conventional, FHA, and VA

### Maximum LTVs:

Conventional: 95%

FHA: 96.5%

VA: 100% not including VA funding fee

### Minimum qualifying credit scores:

Conventional: 700

FHA: 620

VA: 600

VA-->

580+ FICO

100% LOAN

No Mortgage Insurance

FHA-->

580+ FICO

96% LOAN

USDA-->

600+ FICO

100% LOAN

CONV-->

640+ FICO

Multiple Options



## Darryl Bowles

Senior Loan Originator

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# My Reviews



Sheryl was a lifesaver for me. I was in the middle of moving from California to Texas and knew little about the different areas of Houston as well as not having the ability to be in person for most showings. Sheryl took extra care to educate me on the hot spots for real estate in Houston. For each home I was interested in - Sheryl provided me with home tour videos, pictures, neighborhood tours, nearby entertainment, and literally everything I was searching for in my first home. I had a lot of questions and Sheryl was able to answer them all and made me feel comfortable throughout the entire process. Her commitment to excellence and quality work is top notch and if I'm in the market again, I'll definitely be going with her as my realtor. Thank you so much for everything!!

**Johnathan H.**

I highly highly highly recommend Sheryl! She is awesome. I relocated from California and got her information from a past client of hers. We started looking the first week of February, I was under contract the next week, and in my home March. She did an amazing job showing me homes even from across the country. Her communication is spectacular and she will have you feeling like you're the only homebuyer in the world. She is the type of agent who will keep it real and get you the best deal.

**Authur C.**

Sheryl was the perfect realtor for our family and situation and would be for anyone! We found her online and reached out and she was on it from day one! With all of our back and forth and deciding from planning a big move in the following summer to making a big move only 3 months after we called her she never missed a step. When we called her we knew nothing about buying a house besides that was the next move for us and she walked us through everything.. Sheryl made sure we had all the resources we needed and made sure we never settled on anything and we ended up in the perfect first home for our family. She is far more than just your average realtor she becomes your friend, truly your "Houston Homegirl"!!!

**Lorraine E.**



**SHERYL SANTEE**

NEW CONSTRUCTION/RELOCATION  
SPECIALIST