

Comprehensive Guide For Home Sellers

TEXAS EDITION

YOUR ULTIMATE

Home Selling Guide

HOW TO NET THE MOST 💰

Brought to you by


The
VICTOR SOLER
— REALTY GROUP

SOLDBYSOLER.COM



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BENEFITS OF SELLING WITH A REALTOR

Selling your house with our real estate company guarantees a seamless experience. We bring unparalleled expertise and local market knowledge, ensuring your property is priced strategically and showcased effectively. We employ tailored marketing strategies, leveraging online platforms and professional networks to maximize your property's exposure. With our skilled negotiators, you can expect the best possible deal.

We handle all the complexities, from legal paperwork to closing processes, relieving you of stress and saving your time. Our commitment is to optimize your profit, providing personalized service and a smooth transaction, making selling your home a hassle-free and financially rewarding experience.

We look forward to helping you achieve your real estate goals. Thank you for your trust!

Victor Soler
REAL ESTATE

President of Victor Soler Realty Group LLC



HOW TO CHOOSE THE RIGHT AGENT



WATCH NOW

1. Look for a Realtor with a good reputation: Ask friends, family, and colleagues for recommendations, or check online reviews.

2. Choose a Realtor with experience: Look for a Realtor who has been in the business for a while and has a good track record of successful sales.

3. Make sure the Realtor has a good understanding of your local market: A Realtor who is familiar with the area in which you are looking to buy or sell can provide valuable insight and advice.

4. Check for certifications and awards: Many Realtors hold certifications such as the Certified Residential Specialist (CRS) or Accredited Buyer's Representative (ABR) which demonstrate a high level of expertise.

5. Consider the Realtor's communication style: Make sure the Realtor you choose has a communication style that works well with yours, and that they are responsive to your needs.

6. Look for a Realtor who will work hard for you: A good Realtor will go above and beyond to help you achieve your goals.

7. Trust your instincts: Ultimately, the most important factor in choosing the right Realtor is whether or not you feel comfortable and confident working with them.



SET THE RIGHT PRICE



EXPERIENCED AGENTS UNDERSTAND BUYER PSYCHOLOGY. THEY CONSIDER HOW POTENTIAL BUYERS MIGHT PERCEIVE THE PRICE CONCERNING THE PROPERTY'S FEATURES AND LOCATION. A WELL-PRICED HOME GENERATES INTEREST AND ATTRACTS SERIOUS BUYERS, LEADING TO A FASTER SALE.

1. Market Analysis:

Your real estate agent will conduct a comprehensive market analysis, considering the current real estate climate in your area. They'll assess supply and demand dynamics, economic trends, and seasonal fluctuations. This analysis helps in understanding the overall market conditions that might affect your property's pricing strategy.

2. Comparable Sales (Comps):

Agents will identify similar properties (comps) that have recently sold in your neighborhood. They'll look at homes with similar size, features, and condition. By comparing the sale prices of these properties, your agent can gauge the reasonable market value for your home.

Address	Status	SqFt	CDOM	DOM	LP	\$/SqFt	SP	\$/SqFt Sld	Sell Conc	LP:SP	OLP:SP	Close Date
1402 Kedros	Sold	2332	41	41	\$349,990	\$150.08	\$337,000	\$144.51	\$1600	96.29%	96.29%	04/21/2023
1635 Crown Daisy	Sold	2332	268	115	\$342,495	\$146.86	\$337,500	\$144.72		98.54%	95.07%	07/31/2023
1601 Crown Daisy	Sold	2463	41	41	\$379,900	\$154.24	\$355,000	\$144.13	\$550	93.45%	91.05%	05/31/2023
1454 Kedros	Sold	2630	72	18	\$380,000	\$144.48	\$380,000	\$144.48	\$7000	100.0%	100.0%	04/28/2023
13818 Silas Crik	Sold	2795	15	15	\$380,000	\$135.95	\$380,000	\$135.95		100.0%	100.0%	07/19/2023
13107 Brutus Ln	Sold	2321	7	7	\$422,990	\$182.24	\$400,000	\$172.33	\$12000	94.56%	94.56%	06/29/2023
13115 Blue Flame Drive	Sold	2552	18	18	\$446,990	\$175.15	\$433,000	\$169.67	\$14967	96.87%	96.87%	06/16/2023
1407 Kedros	Sold	2609	155	7	\$459,000	\$175.92	\$435,000	\$166.73	\$10300	94.77%	94.77%	09/01/2023

Comparable Sales (Comps) SAMPLE

3. Adjustments and Features:

Not all homes are identical, even within the same neighborhood. Agents will adjust the price based on the unique features of your property. For example, if your home has an upgraded kitchen or a larger backyard than comparable homes, these features can justify a higher price. Conversely, needed repairs or outdated features might necessitate a lower price.

SET THE RIGHT PRICE

4. Local Amenities and Services:

Proximity to schools, public transportation, parks, shopping centers, and other amenities greatly influences a home's value. Agents consider the convenience and desirability of these local features when setting the price, as homes in well-connected areas tend to command higher prices.



5. Market Trends: Real estate markets are dynamic and can change rapidly. Your agent will analyze current trends, predicting whether the market favors buyers or sellers. During a seller's market, where demand exceeds supply, prices might be higher. In a buyer's market, where supply exceeds demand, prices might need to be more competitive.



7. Avoiding Overpricing:

Overpricing a home can deter potential buyers and lead to a property languishing on the market. A house that sits for too long can raise suspicions among buyers, making it harder to sell even if the price is eventually reduced.

A realistic initial price ensures a quicker sale.

8. Pricing Strategy:

Your agent will collaborate with you to develop a pricing strategy aligned with your goals. Whether you're looking for a quick sale or aiming for the highest possible profit, the pricing strategy will be tailored to your needs and the current market conditions.

By relying on your agent's expertise and this comprehensive analysis, you increase the likelihood of pricing your home competitively, attracting genuine buyers, and ensuring a successful and profitable sale.



PRE-LISTING DOCUMENTATION

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We will go over the listing agreement with you. A **listing agreement** is a legal contract between a property owner (seller) and a real estate agent or broker. This agreement authorizes the agent or broker to represent the seller and market the property for sale.

[CLICK HERE TO VIEW LISTING AGREEMENT DOCUMENT](#)

We will provide buyers plenty of information on the house and the neighborhood. To accomplish this it is important to fill out or submit a copy of the following items:

- **Seller's Disclosure Notice**
- **Survey & T-47 Affidavit**
- **HOA Profile Sheet - if applicable**
- **List of upgrades if applicable. (Not Required but Encouraged)**

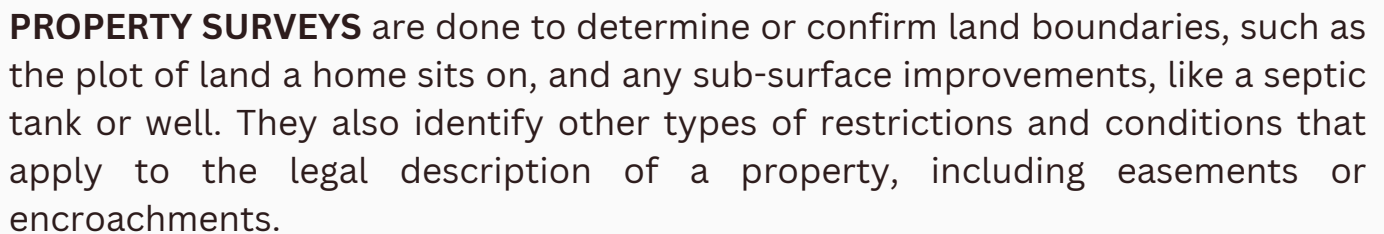
SELLER'S DISCLOSURE NOTICE

A **seller's disclosure notice** is a document that a home seller is required to provide to potential buyers, detailing the condition of the property to the best of their knowledge. The purpose of this document is to inform buyers about any known issues or defects with the property, allowing them to make an informed decision before purchasing.



DOWNLOAD

PROPERTY SURVEY



A VALID SURVEY IS REQUIRED WHEN SELLING OR BUYING A PROPERTY. MANY TIMES YOU WILL ALREADY HAVE AN EXISTING SURVEY. AN EXISTING SURVEY NEEDS TO BE ACCOMPANIED BY A NOTORIZED T-47 AFFIDAVIT (See Below)

T-47 AFFIDAVIT

The T-47 is a Residential Real Property Affidavit (notarized document) that accompanies a survey in a transaction. It's purpose is to validate the accuracy of survey obtained previously and explain differences resulting from subsequent improvements and changes to the property



HOMEOWNERS/PROPERTY OWNERS ASSOCIATION PROFILE SHEET

Some communities have mandatory Homeowner Association Fees/Amenities. It is important to disclose fees, transfer fees and amenities/benefits offered by the association.

HOMEOWNERS/PROPERTY OWNERS ASSOCIATION PROFILE SHEET
DATE UPDATED: 2-13-2023

Are there multiple Associations concerning the same Condo/Subdivision? ☐ Yes ☒ No
(If yes attach a separate form for each HOA/POA)

Recorded name of HOA/POA: Spring Vistas Homeowners Association, Inc.

Type of HOA/POA: ☐ Condominium ☒ Subdivision ☐ Other _____
☐ Includes Planned Unit Development Ownership

Membership mandatory? ☒ Yes ☐ No

Is Condominium/Subdivision located in Municipal Utility District? ☐ Yes ☒ No
If yes, list name of MUD: _____

If this is a condominium community, is it: ☐ Original Development ☐ Apartment conversion ☐ Other _____

Is Condominium: ☐ VA Approved ☐ FHA Approved

If Condominium - Is a "Right of First Refusal" required by the association? ☐ Yes ☒ No

Association Fee \$255.00 Payable: ☐ Monthly ☐ Quarterly ☒ Yearly

Transfer Fee \$175.00 Mandatory Deposits of any kind due at closing? ☐ Yes ☒ No

Resale Certificate Neighborhood Docs Fee \$175.00

Payable by: ☐ Buyer ☐ Seller

Are there any fees/assessments/special assessments of any kind? ☐ Yes ☒ No

If yes, what are they? _____

Name of HOA/POA Management Co.: Diamond Association Management & Consulting

Physical Address: 14401 Harker Rd., Bldg. 40 San Antonio, TX 78231 Website: www.springvistas.com

Contact Person: _____ Phone: 210-561-0606 Email: csquires@diamond.com

Amenities/Services provided by the HOA/POA

Check all that apply:

<input checked="" type="checkbox"/> Swimming Pool	<input type="checkbox"/> Basketball Court	<input type="checkbox"/> Party/Meeting Rm.	<input type="checkbox"/> Fire Protection	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Hot Tub	<input type="checkbox"/> Baseball Court	<input type="checkbox"/> Gas	<input type="checkbox"/> Pest Control	_____
<input type="checkbox"/> Sauna	<input type="checkbox"/> Volleyball Court	<input type="checkbox"/> Electricity	<input type="checkbox"/> Garbage Pickup	_____
<input type="checkbox"/> Club House	<input type="checkbox"/> Soccer Field	<input type="checkbox"/> Water	<input type="checkbox"/> Electronic Gate	_____
<input type="checkbox"/> BBQ/Picnic Area	<input type="checkbox"/> Jogging Trail	<input type="checkbox"/> Grounds Maint.	<input type="checkbox"/> Guarded Gate	_____
<input checked="" type="checkbox"/> Playground	<input checked="" type="checkbox"/> Park	<input type="checkbox"/> Street Maint.	<input type="checkbox"/> Guard/Patrol	_____
<input type="checkbox"/> Tennis Court	<input type="checkbox"/> Exercise Rm.	<input type="checkbox"/> Ext. Home Maint.	<input type="checkbox"/> Security	_____

Information is deemed reliable but not guaranteed. Buyer should independently verify before relying there on.

August 2018

UPGRADES



4544 ramona blvd

PLUMBING, ELECTRIC, ENERGY-EFFICIENT WATER HEATER AND HVAC HAVE ALL BEEN UPDATED WITHIN THE PAST 3 YEARS.

THE ROOF IS APPROXIMATELY 8 YEARS OLD ON THE MAIN HOUSE & GARAGE APARTMENT.

THE SWIMMING POOL WAS COMPLETELY RESURFACED IN 2018.

A BRAND NEW, STATE OF THE ART POOL PUMP WAS INSTALLED IN LATE 2020.

KITCHEN BACKSPLASH, COUNTERTOPS AND FIXTURES UPDATED IN 2021.

MAIN BATHROOM UPDATED IN 2021.

INCLUDE A LIST OF UPGRADES IF APPLICABLE

Sellers should have a list of upgrades for several reasons when selling their home:

A list of upgrades showcases the property's unique and enhanced features, making it more attractive to potential buyers. It helps in emphasizing the value-added aspects of the home.

Upgrades can justify a higher asking price. When buyers see a comprehensive list of improvements, they are more likely to understand and accept the property's value, especially if the upgrades are recent or high-quality.



PHOTO SHOOT CHECKLIST

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To make your property look its absolute best, please do the following in addition to cleaning your home:

INTERIOR

- Turn on all lights in the house, including fireplaces, lamps, and under cabinet lights. Replace any missing light bulbs.
- Turn off all ceiling fans.
- Minimize clutter and remove all items off countertops (including kitchen appliances, remotes), tables, night stands, etc.
- Remove small throw rugs, including doormats and bathroom mats.
- Remove all items from bathroom countertops, sinks, showers, and tubs.
- Please keep all pets restrained on a leash, in a kennel, or offsite during your appointment.



EXTERIOR

- Remove yard signs (For Sale, home security, school, etc.)
- Put away water hoses, toys, cleaning supplies, recycle bins, and other miscellaneous items that are not directly part of the exterior area.
- Arrange outdoor furniture as you would like it photographed. If there's a patio umbrella, please open it.
- Sweep/remove leaves and other items in patio areas.
- Clean pool and remove any toys.

LISTING CHECKLIST



- Keep the house clean and show ready
- Open the blinds. A home that is too dark that appears to lack natural light can be a big turn off.
- Make showings easy without requiring too much prior notice. Some buyers are searching/looking on the fly and if you turn them away, they may not come back.
- Give buyers plenty of information on the house and the neighborhood. We will prepare a binder near the front door with all the houses' information.
- Don't let the landscaping get overgrown. Make sure to keep the yard mowed and in good shape and keep watering during the summer.
- Keep the A/C running when it's warm out. Buyers are much more likely to hurry out of a house if it is too hot and uncomfortable and that is the feeling that sticks in their mind



REVIEW & NEGOTIATE OFFERS

Once buyers have seen your home, the offers will ideally start rolling in. (Keep in mind, though, that with mortgage rates currently so high, the number of buyers who can still afford to buy might be smaller than you'd like.) This is where a real estate agent is your best advocate and go-to source for advice. If your local market favors sellers, buyers will likely offer close to asking price, or possibly even above. On the other hand, if sales are slow in your area, you may have to be open to negotiating.

When you do receive an offer, you'll have a few choices: accept it as-is, make a counter-offer or reject the offer. A counter-offer is a response to an offer in which you negotiate on terms and/or price. You can offer a credit for paint and carpet, but insist on keeping your original asking price in place, for example. Counters should always be made in writing and provide a short timeframe (ideally 48 hours or less) for the buyer to respond. If you're lucky enough to get multiple offers, you might be tempted to simply go with the highest bid. But look closely at other aspects of the offer, too, such as:

- Form of payment (cash versus financing)
- Type of financing
- Down payment amount
- Contingencies
- Concession requests
- Proposed closing date

BE MINDFUL THAT IF A BUYER IS RELYING ON LENDER FINANCING, THE PROPERTY WILL HAVE TO BE APPRAISED. IF THERE'S ANY SHORTFALL BETWEEN THE PURCHASE PRICE AND APPRAISED VALUE, THAT GAP WILL HAVE TO BE MADE UP SOMEHOW, OR THE DEAL COULD FALL APART.



WEIGH CLOSING COSTS & TAX IMPLICATIONS

In any real estate transaction, both parties must pay at least some **closing costs**. The seller typically pays the real estate agents' commissions, which usually total around 5 to 6 percent of the home's sale price. This can be a big chunk of change: For example, on a \$300,000 home, 6 percent comes to \$18,000.

Some other **closing costs commonly paid by the seller** include transfer taxes and recording fees. Additionally, if the buyer has negotiated any credits to be paid at closing — to cover repairs, for example — the seller will pay those, too. Your real estate agent or the closing agent should provide you with a complete list of costs you'll be responsible for at the closing table.



The good news is that you may not owe the IRS taxes on your profits from the sale. It depends on whether it was your primary residence, how long you lived there and how much you make on the sale. If you've owned and lived in your home for at least two out of the previous five years before selling it, then you will not have to pay taxes on any profit up to \$250,000. For married couples, the amount you can exclude from taxes increases to \$500,000. If your profit from the home sale is greater than that, though, you'll need to report it to the IRS as a **capital gain**.



FINAL WALKTHROUGH

Before your closing date—often 24 hours before—the buyers and the buyers' agent will do one more walkthrough of the house (for which you should not be present). They will go through every room of the house, inside and outside—a process that typically takes about a half hour. Some buyers will go into detail, testing every light switch. But in most cases, the buyer is just looking to make sure agreed-upon repairs were made and no new issues have crept up before closing.

If the problem is big enough, you may have to delay your closing date to give time for the repair. But that only happens occasionally. Often, the buyers will take a trade.

THE HOME CLOSING PROCESS

Many closings go smoothly. By this point, the buyers are excited to get into their new house, agreed-on repairs have been made, and the sellers are ready to get out. If things are going smoothly, the closing for you might boil down to a blur of paperwork.

Unless problems creep up—or the buyer wants to negotiate further—you only have two jobs: waiting and reading documents. Some are worth perusing more than others. For example, make sure you pay close attention to the settlement statement.

Once the negotiations are handled and the papers are signed, the buyers' funds are transferred to your title company, who will handle the payments to cover your loan balance if any, real estate fees and your profits.



ONLINE TOOLS

Make sure to visit my website, social media and YouTube channel for more educational videos. Visit our google page to see what our clients are saying.

- **soldbysoler.com**
- **[Digital Business Card](#)**
- **[YouTube Page](#)**
- **[Download my MLS app here!!](#)**
(better than Zillow & Realtor.com)
- **[Schedule a consultation](#)**

