

How to Start

THE PROCESS
TO SELL

Your House



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MY mission Statement

- It is my mission to consistently provide the highest quality, most innovative, and exceptional real estate service available anywhere in North Texas and surrounding areas.
- My client's needs always come first. I will strive to always provide value far in excess of our client's expectations. My constant goal is mutual respect and long-term relationships that are beneficial to all parties.
- I will be positive, helpful, and enthusiastic at all times – always focusing on solutions, not challenges. I will take care of business first and foremost, but have fun and enjoy the process.
- I will run a clean, organized, and efficient operation, and always adhere to the highest standards of integrity and ethical business practices.
- I will never rest on our accomplishments. I will constantly strive to create, develop, and implement new ideas, strategies, and services that will benefit our clients. I will continue to seek continuing education in all aspects of my business to increase the level of service I offer to my clients.



WHY YOU NEED A REAL ESTATE *professional*

Given the proliferation of services that help home buyers and sellers complete their own transactions, you may have considered whether you should go it yourself instead of working with an agent. However, there is no substitute for an experienced professional, and taking on all the responsibility yourself could be costlier than an agent's commission in the long run.

According to the National Association of Realtors' 2019 Profile of Home Buyers and Sellers, only 8% of home sales were accomplished as for sale by owner (FSBO), and of those, 77% knew their buyer personally. FSBO home sales had a median price of \$200,000 in 2019, compared to the agent assisted home sale median price of \$280,000.

BEYOND THE PRICE ADVANTAGE OF USING AN AGENT, HOMES LISTED BY REAL ESTATE PROFESSIONALS GET MORE EXPOSURE AND THEIR SELLERS GET MORE SUPPORT. HERE ARE SOME OTHER CONSIDERATIONS:

- They're trained and licensed professionals.
- They have experience in your neighborhood and your market.
- They have oversight from brokers and state licensing officials.
- Their job is to advise you on the best way to reach your goals.
- They know how to present your home and deal with buyers.
- They know how and where to market properties effectively.
- They know how to overcome typical snags that occur in real estate transactions and closings.
- They understand state-required disclosures and look out for your best interests.
- They understand personal safety and security for your belongings during showings.
- They know the best resources to make transactions go more smoothly, from bankers to home-stagers to contractors.
- They have access to the most accurate and comprehensive data - the MLS, the only data repository that has the most up-to-date listing and sales information.
- They know how to negotiate.
- Their job is to make real estate transactions successful.
- Their continuing education keeps them up-to-date on housing issues.

With a real estate professional in your corner, you'll have a partner by your side to advocate for you and advise you through the entire home sale process.



Real Estate 101

TERMS THAT YOU MIGHT DON'T KNOW...

This may be the first time you've ever sold a real estate property or it may have been some time since you've been involved in a real estate transaction. Here's a quick refresher on some of the real estate specific terms you'll want to know.

REAL ESTATE BROKERS AND REAL ESTATE AGENTS

Listing agreements are made between real estate brokers and you, the seller. A real estate agent works for a licensed real estate broker. The commission for the sale of your home will be paid to the real estate broker. The real estate broker will pay a split of that commission to the seller and buyer agents where applicable.

THE FAIR HOUSING ACT

The Fair Housing Act, originally passed in 1968 and amended in 1988, is a federal law in the United States that prohibits discrimination in housing.

Seven "classes" are protected under the Fair Housing Act:

* **Race.** * **Color** * **Religion** * **National Origin** * **Sex** * **Disability** * **Family Status**

You can learn more about The Fair Housing Act at www.HUD.gov.

THE MULTIPLE LISTING SERVICE (MLS)

The Multiple Listing Service is a proprietary database of all properties currently under an active listing contract in a given area.

All active agents and brokers who belong to this MLS will have access to information about your property listing. Buyer's agents searching for a new home for their clients will learn about your property listing through this online database.

REAL ESTATE PORTALS

Real estate portal websites like Zillow and Realtor.com are data aggregators on listing information. The marketing information on your listing will be syndicated to real estate listing portals in order to draw in the largest possible market of interested buyers.

APPRAISAL

Before you signed your listing contract with me, I offered you a competitive market analysis of your home's value. We will set the final asking price on your property based on this market value estimate.

When you receive an offer on your home, the buyer's lender will require an official appraisal of the property from a licensed appraiser. This valuation helps assure the lender that they would own a marketable property if the buyer (or the borrower in the lender's eyes) should default on their mortgage. The buyer will pay for the house appraisal, but you should know that it may be different from the market analysis that I provided you.



Real Estate 101

CONTINUE... WITH THE TERMS THAT YOU MIGHT DON'T KNOW...

INSPECTION

In addition to an official appraisal, most interested buyers will request a home inspection before the final sale. The goal of a home inspection is to give the buyer an objective, independent and comprehensive analysis of the physical condition of your property and check for any safety issues that might otherwise be unknowable.

A professional inspector will check on the structure, construction, and mechanical systems of the house. This usually includes checking:

- Electrical systems
- PLUMBING AND WASTE DISPOSAL
- Insulation
- Ventilation
- HVAC system
- Water source and quality
- Water Disposal
- Asbestos
- Foundation
- Doors
- Water heater
- Windows
- Ceilings
- Pests
- Walls
- Floors
- Roof
- Radon gas
- Lead paint

SHOWING APPOINTMENTS

When an interested buyer is scheduled to see your property, it's best if you, your family, and any pets you may own are not in the property.

Buying a new home is a very emotional process, and it's sometimes hard for prospective homeowners to imagine themselves living in a particular place when the current resident is still inside. I will work with you and the other real estate professionals who will be showing your home to schedule and supervise listing appointments.

These home showings will most likely be an inconvenience for you and your family. I will do everything I can to work with you to minimize the impact, but an aggressive showing schedule will help us sell your property quickly, which is our ultimate goal.



POSITION YOUR HOME TO

sell

In real estate, knowledge is power, and I am your local market expert. By sharing current market data, trends and a comparative market analysis (CMA), I will help you make an informed decision about your home's market value.

FACTORS THAT IMPACT YOUR HOME'S VALUE:

MARKET CONDITIONS:

The current supply (or inventory) of homes for sale, buyer demand, interest rates & availability of financing, prices of recently sold properties, economic factors and seasonal demand

YOUR HOME'S CONDITION:

Location, age, size of the home & lot, floor plan and architectural style

THE COMPETITION:

The number of similar properties for sale & their prices, condition, location & financing terms

FACTORS THAT DO NOT IMPACT YOUR HOME'S VALUE:

ORIGINAL PRICE:

What you paid for your home

NEEDED PROCEEDS:

The net cash proceeds you want or need

OPINIONS:

What friends or neighbors say your home is worth



3 Elements OF HOME SALE PREPARATION

So how can we work together to get your property into selling shape? Let's just follow some simple rules.

01 FIRST FIX IT, MAKE REPAIRS

Anything that is in your house that is in disrepair and can be easily fixed should be addressed before the home goes up for sale. We'll want to pay particular attention to the front exterior and the most important rooms in the house: The master bedroom, the kitchen, and the living room.

Having a property that looks well maintained is a huge advantage with motivated buyers. When it comes to listing your home, there's no single set of black-and-white rules regarding potential property improvements that apply to every property and every seller. Any upgrade or change you make should only be considered if the change is likely to have an appreciable effect on the market value of your property in the minds of most buyers.

2 other things you should keep in mind when you're selling your property.

1. Stay neutral in style:

No one wants to rip out home improvements that are obviously recent but don't meet their personal tastes. Any changes you make should play to the largest possible audience.

2. Consider your neighbors:

Keep in mind that your property is going to be judged directly to other comparable homes in your area. Take a look at homes near you that are listed around the same price as your property whenever you considering making changes to your home.



3 Elements

OF HOME SALE PREPARATION (CONTINUE)

Below are some common suggestions on Do's and Don'ts on property improvements for your listing:

THE DO'S

Painting - A fresh coat of neutral-toned paint could make the sale easier. Let's face it – we all like things fresh-looking.

Minor kitchen issues - Things like plumbing leaks should be fixed, and small updates like swapping out light fixtures can make a big difference. You might even consider sanding, staining, or painting worn-looking cabinets. Replacing old cabinet hardware is a low-cost improvement that makes a big difference in appearance.

Floors - From fixing scratched wood floors to replacing cracked tile, to cleaning dirty carpet, a little money spent on sprucing up floors can be well worth the investment.

THE DON'TS

Major kitchen upgrades - Unless there are major structural issues, most new buyers would prefer to do something to their own taste.

Energy-efficient windows - While adding new windows can be a major selling point, it's also a project that can quickly snowball in time and cost.

New gardens or ornamental landscaping - It's always a good idea to spruce up your outdoor space and make sure everything is orderly, but don't waste your time adding anything new. If the potential buyer is not horticultural inclined, new plants and flowers won't add to the offering price. The same can be said for expensive fences and stone walls – they look nice, but buyers don't pay up for them.



3 Elements

OF HOME SALE PREPARATION (CONTINUE)

02 NEXT CLEANLINESS

You wouldn't want your mother to come over when your house was dirty, would you? And you're not even trying to get her to shell out thousands of dollars for the place!

Clean, clean, and more clean! From the inside out, a clean listing is a happy listing. This principle is about general cleanliness but it also requires you to de-clutter your house as much as possible.

If it's smaller than a grapefruit, it needs to be put away. Get rid of or pack away anything that isn't essential. Everything else that is small but cannot be packed should be put away in a drawer or cabinet during showing appointments. This also applies to things that are accumulated on a regular basis like the mail, or your dirty clothes.

And remember, it's not good enough to just put things away. Potential buyers will do open closets and drawers throughout the house when they're looking at your listing. Be sure to keep personal items that you do not want on display in drawers that are clearly your personal furniture. The more organized you can be, the better.

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the perceived value of your home, which means a lower offer amount and more time on the market for you.





03 Staging

From the day that your house goes on the market to the day it closes, your property needs to be in "Selling Shape". Whether you decide to hire a professional home stager or do it yourself, you and your family will have to cope with some inconveniences and make the transition to thinking about your house as a property and not a home. This can be frustrating if you're still living in your house, but the effort is well worth it.

We want your home to be shown in the best possible light to prospective buyers to get you top dollar in the shortest amount of time.

We will create a warm and inviting environment focusing on the best architectural features and selling points of your home.



Pricing Your Home

TO SELL IT FAST & FOR MORE MONEY

You may have heard that there's not much housing inventory in North Texas right now, which means that prices for homes have gone up across the board. This is great news for you as a home seller! The timing is perfect for you to get the most return on your investment into your home.

But even in today's market, there are still homes that sit, waiting for an offer, for months and months. This time spent on MLS means that you're still making your mortgage payments and you're still not getting equity out from your home.

Perhaps even worse is what buyers and buyer agents think about homes that have been on the market too long. Remember how important first impressions are? The first impression a buyer gets about a home that has been listed for a long time in this hot market is this:

"SOMETHING MUST BE WRONG WITH THAT HOME"

That thought will scare away many buyers, and it will prompt the ones who remain interested in trying to lowball you.

But why are those homes still on the market in the first place? It's because they are often priced "out of the market." Take a look at the graph on the next page to see what we mean.



Pricing Your Home

TO SELL IT FAST & FOR MORE MONEY (CONTINUE)



The intersection of the two axes — price and preparation — represents homes “in the market.” These are properties that are priced competitively and prepared nicely, and these are the homes that will net the most money for their sellers.

As you move farther away from the intersection, the homes become too pricey and in too much disrepair. These homes show poorly and are basically guaranteed not to sell. The curve in the middle of this graph contains homes in what we at AwesomeLife Realty call “Limbo Land.” Homes in Limbo Land are priced just over their market worth, or they are not adequately prepared to show. These properties are the ones that will stay on the market for months and ultimately sell for way under the asking price.

Sound complicated? The good news is that we in TDRealty have a specific strategy to avoid the dreaded Limbo Land and keep your home in the market.



Marketing

STRATEGY

In the “old days,” real estate agents marketing their sellers' properties would simply put a sign in the yard, put a listing in the MLS, and pray that it sold. Even today, there are a lot of real estate professionals who think syndicating listings to portals is a job well done.

And that might actually be enough to sell your home in today's hot market. But if that's all an agent does to market your home to potential buyers, then they're not fulfilling their fiduciary responsibility to you: to get you the **most money possible for your home.**

You see, you have a distinct advantage in wanting to sell your home right now: there isn't much inventory, but there are a ton of buyers. A smart agent will use this classic example of supply and demand to create an auction environment for your home.

Getting multiple offers on your home will allow you to choose the best one for you, the one that has the right price, the right timeline, and the right conditions. This isn't possible if your agent convinces you to sell the home before it's even officially listed!

The key to creating an auction environment is **Marketing Strategy. I have to get your home in front of the people most likely to purchase it.**

Having a powerful and comprehensive marketing plan is vital to help attract buyers. We use a proven combination of traditional and cutting-edge methods to support you in the sale of your home.

It is always my goal to get your home sold in the quickest amount of time, with the least amount of inconvenience, for the highest price.



Professional

PHOTOGRAPHY



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Social MEDIA



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