






— Sellers Guide

FOR SELLERS

Selling your home can be a stressful process. That's why I created this comprehensive guide for helping you take the first steps towards selling your home.



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About Me

TEASIA COOPER

Teasia, originally from Virginia's Eastern Shore, followed her dreams of seeing the world by enlisting in the US Army at 17. The military shaped her into the person she is today and sparked her passion for community service. Upon completing her enlistment, Teasia found herself in Fort Hood, Texas, and fell in love with the area's charm, culture, and economic growth. Since 2010, she has proudly called Central Texas her home.

Driven by her desire to give back, Teasia immersed herself in the hospitality industry but realized she could make a greater impact on her community, particularly fellow Veterans. This realization led her to embark on a new path as a Realtor. Knowledgeable, charismatic, and detail-oriented, Teasia is dedicated to delivering a personalized experience, tailored to her clients' unique needs. With a focus on client satisfaction and understanding, she ensures her clients are fully educated and confident throughout the real estate journey.

Clear communication is crucial in real estate, and Teasia believes in transparency, relatability, and providing comprehensive information. Putting her clients' interests first, she goes above and beyond to leave a lasting positive impression on everyone she encounters. Teasia's unwavering passion, drive, and commitment to helping others make her a standout Realtor. And with her guiding you, you can trust that your real estate experience will be exceptional every step of the way.



The Selling Process



WHY USE A REALTOR

- Professional market knowledge
- First to receive information on upcoming listings
- Market your property
- Negotiate on your behalf
- Connections to great partners (title, inspectors, movers etc.)
- Your advocate throughout the entire process



When getting help with money, whether it's insurance, real estate or investments, you should always look for someone with the heart of a teacher, not the heart of a salesman.

- Dave Ramsey

QUESTIONS TO ASK YOUR AGENT

- Do they work full time as a Realtor
- What kind of marketing do they do?
- Do they have references you can connect with?
- How many homes have they sold in your area?
- What is the average days on the market in your area?
- How will choosing them help sell your property?



CONDUCTING A CMA

A CMA, or Comparative Market Analysis, uses information through the Multiple Listing Service (MLS) to estimate the market value of a property based on the recent market:

- Properties sold
- Pending sales
- Competing listings
- Cancelled listings

WHAT EFFECTS MARKET VALUE

Physical Aspects of the Property

- Location, age, size of house and lot, condition, floor plan, updates to home & it's architectural style.

Current Market Conditions

- Interest rates
- Buyer demand
- Recently sold properties

Competition

- The similar properties for sale in the area

PRICING YOUR HOME TO SELL

- A listing generates the most interest for buyers when it first goes on the market. Correct pricing is key!
- Starting too high and dropping the price can hurt your listing
- Buyers are often hesitant to buy homes that have been sitting on the market
- Competitive pricing generates the most showings and offers

DE-CLUTTER & STAGING

- The majority of buyers are seeking out properties that are "move-in" ready. De-cluttering & staging helps them visualize themselves living in your space.
- Staged homes on average sell 3X faster.
- Staged homes help to increase perceived value.
- Photos are really buyers first "showing" its important to have photos that are professional and make a great first impression.



MARKETING YOUR LISTING

- Professional photography
- Property brochures
- Just Listed postcards
- Open Houses
- Online Ads
- Search engine optimization
- Social media marketing
- Property website
- Ongoing targeted marketing campaign

I have connections to several trusted vendors, professional stagers, cleaners, and photographers to ensure that your home shows well both virtually and when prospective buyers walk through the door!



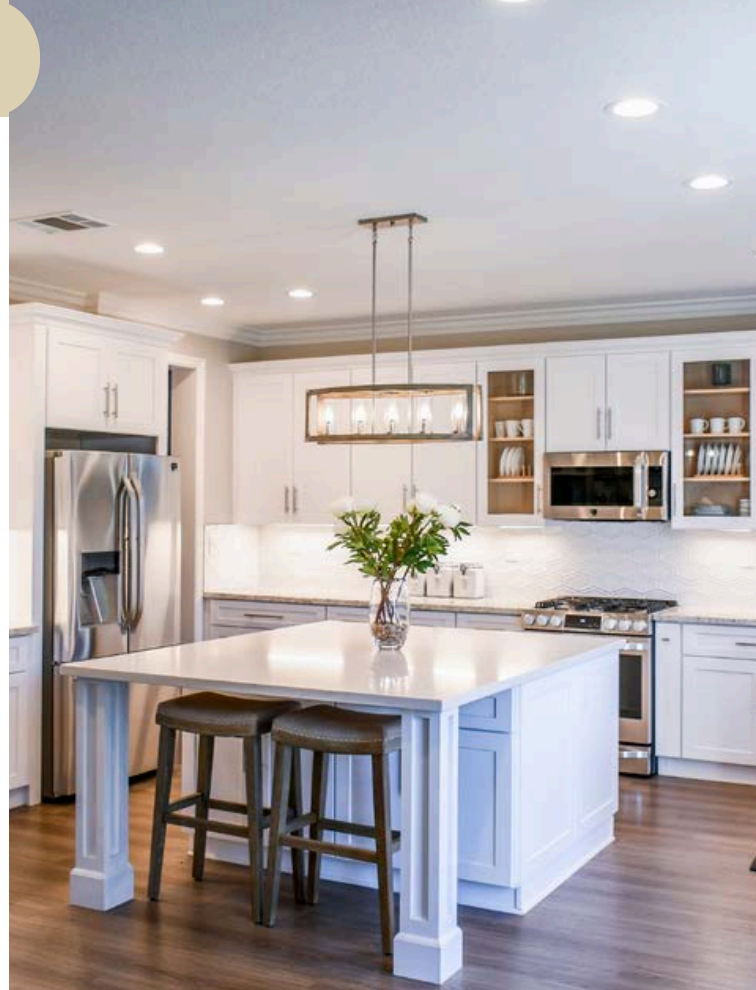
ATTRACTING BUYERS

Kitchen

- Remove items from counters to create more space
- Declutter
- Clear off the refrigerator of any magnets or items
- Add fresh flowers and plants
- Clean the garbage disposal
- Paint
- Deep clean

Living Areas

- Repaint with neutral colors
- Replace light bulbs
- Clean windows
- Keep window coverings open
- Deep clean
- Add plants
- Remove personal photos



Bathrooms

- Repair dripping faucets
- Add fresh towels
- Remove stains from toilets
- Remove stains from bathtubs
- Clean sink
- Clean mirrors
- mirrors clean
- Replace old caulking

Outdoors

- Place flowers outside of entry
- Cut back overgrown trees or greenery
- Keep lawn mowed
- Shovel snow
- Repaint exterior if needed
- Replace outdoor lights if needed

Basement, Attic, Garage

- Clean out the clutter
- Be sure lights work
- New paint to brighten
- Ventilate or dehumidify
- Repair cracked floors
- and walls

HAVING YOUR LISTING MAKE A
GOOD FIRST IMPRESSION FOR
PROSPECTIVE BUYERS IS CRUCIAL

ATTRACTING BUYERS



Once you receive an offer or perhaps multiples, we will determine at time to review. In multiple offers we may set a deadline for other buyers to submit their highest and best offer by a certain date and time.

- When reviewing we will go over all terms in the Purchase Agreement.
- Some offers may be more advantageous than others with fewer contingencies, stronger financing etc.
- As your advocate I will help you determine which offer is best for you.

HOME INSPECTION

The Purchase Agreement may be contingent on the buyer conducting a home inspection of the property.

- Timeline for this will be determined in the Purchase Agreement (typically 5-7 days)
- Requests for repairs or further negotiations following the inspection may arise

APPRAISAL

If they buyer is financing, their lender will send an appraiser out to do a valuation on the home.

- Results are given usually within 7-10 days.
- If the appraisal comes in lower than the sale price additional negotiations will take place
- Once this process is complete most of what occurs takes place behind the scenes
- Onward to closing!

FINAL WALKTHROUGH

Prior to closing the buyer may choose to do a final walkthrough. This time is for the buyers to check that the home is move-in ready, and any requests or personal property that were negotiated have been addressed or are present.

- Typically done the day before, or of closing



CLOSING

Your title company will let you know what you will need to bring to closing. In some cases you may have already pre-signed your documents.

- Closing typically takes an hour
- Title officially passes to the buyer



SOLD!

Moving Checklist

4-8 WEEKS UNTIL THE MOVE

- Purge/donate unwanted items
- Gather moving supplies (boxes, tape, bubble wrap, labels)
- Research moving companies

3-4 WEEKS UNTIL THE MOVE

- Start packing
- Gather important documents

2 WEEKS UNTIL THE MOVE

- Transfer or cancel Internet, TV & utilities
- Submit change of address form with post office
- Change your address with the IRS and creditors
- Exchange your new address with family and friends
- Update insurance policies (home, auto, etc.)
- Change addresses for online shopping and services

1 WEEK UNTIL THE MOVE

- Create an essentials bag/box
- Confirm moving company
- Gather supplies for moving day
- Update drivers license

WEEK OF THE MOVE

- Deep clean!

MOVING DAY

- Supervise movers
- Start unpacking
- Relax
- Pop some champagne & celebrate!



Change of Address

USE THIS CHECKLIST TO HELP YOUR PLAN AHEAD OF YOU MOVE TO BE SURE YOUR ADDRESS IS UPDATED.

Government Offices & Docs

- Post Office
- Drivers License (DMV)
- Vehicle Registration (DVM)
- Voter Registration
- Social Security
- Department of Revenue

Employment & Education

- Employer/Employees
- Clients/Business Connections
- Insurance (health, life dental, etc.)
- Child Care Providers
- School/College
- School Activities

Utility Providers

- Electricity Provider
- Gas
- Water
- Trash
- Recycling
- Internet Provider

Misc.

- Health Care Providers
- Pharmacies
- Veterinarians
- Pet Tags
- Subscriptions/Memberships
- Friends & Family

address change notes

— Testimonials



Ms Teasia is the best there is in Texas; she really cares about her clients and has a unique way of getting business done with a personalized touch tailored specifically to you. We used her for both the selling and buying of our homes. She made the process super easy for us even though we were hundreds of miles away in Georgia, selling and purchasing in Texas. She explained everything in a way that was easy to understand, from the making of an offer on our home, to working with the lenders. Ms Teasia is very nice, 100% honest, and always looks out for your best interest in what you want; she always says she is here for you! She's very flexible to your schedule and you can reach her 24/7. I highly recommend Ms Teasia to anyone looking to do any Real Estate transaction.

Teasia is the best realtor ever! She began helping me while i was stationed overseas and made the home buying experience very easy. I could tell Teasia truly cares about her clients because she goes above and beyond to help us! Words cannot explain the professionalism, and kindness teasia shows as a realtor. I absolutely love my home and the process was very easy and stress free. I would recommend Teasia to all my friends and family

What an amazing agent! Teasia got me the house I wanted in a crazy market. She always moves at the speed of business and maintained a high level of professionalism throughout the entire process. And on top of that she's a great person on easy to be around, so friendly! I highly recommend Teasia to anyone who needs an agent.





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