



SO YOU'RE THINKING ABOUT SELLING...



Taking the first step towards selling your home doesn't have to be complicated. Let us break it down for you in clear and simple terms:

STEP 1

Define Your Goals and Priorities: Before diving into the selling process, it's essential to understand what you want to achieve. Are you looking to upgrade to a larger home, downsize, or relocate? Defining your goals will help us tailor our services to meet your unique needs.

STEP 2

Set an appointment with me for a professional home evaluation: To determine the market value of your home, I will come and tour your home and conduct a comprehensive evaluation. I'll consider factors such as your home's location, condition, size, and recent sales in your area. This evaluation will help us set a competitive listing price.

We understand that selling your home is a significant decision, and we're here to provide support every step of the way. Our friendly and approachable team will offer expertise, empathy, and personalized guidance throughout the entire process.

We're more than happy to answer any questions you may have or provide additional information to ease your mind.



SET AN APPOINTMENT WITH CLARA



CLARA ANH NGUYEN
682-304-4139 | CANCO@RECANCO.COM
cancorealestate.com



AN IMPORTANT UPDATE FROM CLARA ANH NGUYEN



I WANT TO SELL BUT HOW DO I KNOW WHAT MY HOME IS WORTH?

An accurate home value report can not only help you determine if now is the right time to sell but also inform decisions about refinancing or other significant financial moves. It paints a clear picture of your home's current market value, giving you the knowledge you need to make informed choices.



With **7+ years** in the real estate industry, our team has the expertise and local market knowledge to provide you with a precise and reliable home value report. We're here to ensure that you have all the information you need, presented in a way that's easy to understand.



We'd love to invite you to a free consultation where we can dive into the details of your property. It's a no-pressure conversation where we can address any questions you may have and help you navigate the process of assessing your home's value.

DON'T WORRY, WE WILL DO THE CALCULATING FOR YOU!

Remember, understanding the value of your home is the first step towards making confident, informed decisions about your property. And with **CANCO REAL ESTATE**, you have a team of experienced professionals by your side, every step of the way.



CLICK TO GET YOUR HOME VALUE



CLARA ANH NGUYEN
682-304-4139 | CANCO@RECANCO.COM
cancorealestate.com





I WANT TO SELL BUT I AM SCARED BECAUSE I WILL HAVE TO SELL AND BUY A HOUSE AT THE SAME TIME!

At first, it may seem like the best-case scenario to both buy and sell at the same time. Here are a couple of considerations for you as you decide if this is the right path for you:



Upside: You can time your moves to coincide. This will allow for a seamless transition from one house to the next. Packing up a van and relocating a few miles away is about as easy as a move can get.



Downside: It can be a challenge to stage your for-sale home and keep it clean for showings, all while touring other homes, making offers, and negotiating coinciding closings. If you think this would be too overwhelming, staggering your purchase and sale may be a better option.

Most homeowners can't afford to carry two mortgages at the same time so coinciding closings is paramount. Selling your house and buying another home at the same time is the ultimate feat in multitasking, and it comes with a tricky timing challenge. But with planning, the right financing, strategic pricing, and negotiating, you can time the sale and the new purchase in a way that works for you. Here's an example of how I've helped clients make everything come together on the same day:

TIMELINE

GET YOUR HOUSE READY TO SELL

GET PRE-APPROVED FOR A NEW MORTGAGE

LIST YOUR HOME FOR SALE

ONCE YOUR HOME IS UNDER CONTRACT WITH A BUYER TO PURCHASE, YOU START HOME SHOPPING

IF YOU FIND YOUR NEW HOME BEFORE THE INSPECTION AND NEGOTIATIONS ARE COMPLETED, WE WRITE AN OFFER WITH A CONTINGENCY THAT THOSE WILL BE COMPLETED

IF YOU FIND YOUR NEW HOME AFTER INSPECTION NEGOTIATIONS ARE COMPLETED, THEN YOU MAKE AN OFFER CONTINGENT ONLY ON YOUR CURRENT HOME CLOSING

THE SALE OF YOUR OLD HOME CLOSES IN THE MORNING AFTER ALL YOUR STUFF IS ON THE MOVING VAN AND OUT OF THE HOUSE

THE PURCHASE OF YOUR NEW HOME CLOSES IN THE AFTERNOON, AND YOU MOVE IN!

While there are many benefits to buying and selling homes simultaneously, we understand that challenges may arise. Our experienced team has a proven track record in successfully managing these complex transactions. We'll handle all the intricate details, from coordinating closing dates to negotiating favorable terms, so you can focus on your move with peace of mind.



CLARA ANH NGUYEN

682-304-4139 | CANCO@RECANCO.COM

cancorealestate.com





I WANT TO SELL BUT WHAT PAPERWORK DO I NEED?



Did you know that preparing the necessary paperwork in advance can facilitate a smoother and quicker transaction? By having all the essential documents ready, you can build trust with prospective buyers and provide added peace of mind.

HERE'S A BREAKDOWN OF PAPERWORK YOU'LL WANT TO GATHER:

PROOF OF OWNERSHIP

Having documents that establish your ownership of the property is crucial. This includes your property deed, title insurance policy, and any relevant survey or plot plans.

UPDATED TASKS & MAINTENANCE RECORDS

Buyers appreciate knowing the history of maintenance and repairs done on the property. Provide a list of tasks such as roof repairs, plumbing updates, HVAC maintenance, and electrical work. Additionally, keep invoices for any insurance claims related to the property.

APPLIANCE GUIDES & USER MANUALS

While it may seem insignificant, providing appliance guides and user manuals can be incredibly helpful to potential buyers.

AVERAGE MONTHLY UTILITIES

Sharing information about average monthly utilities, such as electricity, gas, and water bills, can give buyers an idea of ongoing expenses. It helps them assess the affordability and sustainability of the property.

If you have any questions or need assistance with gathering the required paperwork, please don't hesitate to reach out to us at

P: 682-304-4139
M: canco@recanco.com

EMAIL CLARA WITH YOUR QUESTIONS



CLARA ANH NGUYEN

682-304-4139 | CANCO@RECANCO.COM

cancorealestate.com





I WANT TO SELL BUT I AM OVERWHELMED BY THE TIMELINE & STEPS

The thought of purchasing a new home is an exciting endeavor, brimming with anticipation and hope for the future. While the process may seem challenging, please know that we are here to assist you throughout. This journey is not a swift race; rather, it is a meticulously planned and executed process and we are committed to providing expert guidance and support at every stage.

THE STAGES OF SELLING YOUR HOME

STAGE 1: PRELISTING

- Schedule an appointment
- Meet with Staging Consultant
- Discuss the best strategy for selling
- Property evaluation
- Complete market analysis
- Establish sales price
- Executed listing agreement

STAGE 2: ACTIVE ON MARKET

- Showings started
- Curb appeal kept up
- House is kept ready to show
- Showing feedback shared
- Open House held
- Neighborhood door knocked

STAGE 3: PREP FOR MARKET

- Marketing campaign started
- Professional photography taken
- Signs installed
- Submitted to MLS
- Showing times selected
- Property brochure delivered
- Direct mail campaign launched
- E-mail campaigns started
- Open house scheduled

STAGE 4: OFFER & CLOSING

- Offer(s) received
- Offer(s) negotiated
- Offer accepted
- Back-up offer(s) accepted
- Inspections & disclosures completed
- Appraisal completed
- Contingencies removed
- Property closes
- Refer friends to us!

In the home-buying process, patience plays a crucial role. Each step is significant and aimed at ensuring that the home you choose is a wise investment and suits your needs.

Should you wish to discuss the home-buying process further or require professional guidance to commence, please feel free to get in touch.

[CLICK HERE TO GET STARTED](#)



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682-304-4139 | CANCO@RECANCO.COM

cancorealestate.com





I WANT TO SELL BUT WHAT IF I DON'T LIKE THE OFFER?

NEGOTIATING

THE OFFER

Did you know there are three separate times to negotiate in the purchase contract? The first is when we negotiate the purchase price and terms when the offer is first submitted. Second, there is an opportunity to negotiate during the buyer's inspection contingency. Last, during the buyers' appraisal contingency. It is essential that you have an experienced, knowledgeable professional working on your behalf during this process. Members of our team are negotiation experts, and we will use our expertise to work for you.

WHOM YOU CHOOSE TO REPRESENT YOU MATTERS.

Once you receive an offer there are still several items that have to be handled properly. Making sure you properly disclose and obey all the terms of the contract are just a few of the important items. When we have an accepted contract, the escrow process begins. We help you every step of the way.

THE OFFER PROCESS

BUYER'S AGENT

SELLER'S AGENT

Write Initial Offer and submit to Seller's Agent



Initial Offer is reviewed, seller can either:

Congrats you're under contract



ACCEPT THE OFFER

or

Counter Offer is reviewed, buyer can either:



DECLINE THE OFFER & Counter with new terms

REPEAT

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

ACCEPT THE OFFER

ACCEPT THE OFFER



CONGRATS YOU'RE UNDER CONTRACT



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I WANT TO SELL BUT HOW DO I PREPARE MY HOME FOR THE MARKET?

We advise on decluttering, making repairs/alterations that will help you gain financially. As well as show the home in its best possible form. Remember... First Impressions Last a Lifetime Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.

INTERIOR

Wash all windows and mirrors

Remove all pet-related items and food

Take personal items off the walls

All laundry is either put away or hidden

Take all trash out

Move all sensitive paperwork and medication to a secure area

EXTERIOR

Wash all windows and clean screens

Touch up paint

Move any extra vehicles from the driveway

Display seasonal flowers and landscaping

Weed any flower beds

Clean the front porch and secure any loose handrails

FIRST IMPRESSIONS

Just as first impressions are important when meeting people, they can also make or break a home sale. When potential buyers walk into your house, they will start to evaluate everything they see.

Their impression will ultimately determine how much they're willing to offer on the property...or even if they'll be interested in buying it at all.

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!

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.



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cancorealestate.com





I WANT TO SELL BUT WHAT HOME REPAIRS ARE MORE IMPORTANT?

There are several reasons to complete repairs on your home before you put it on the market. Ultimately, buyers will pay more for a home to avoid the work of fixing it, and they will pay faster.

Moreover, any money you invest into repairs before you list — when you have time to price-shop and to use a little bit of elbow grease — will be far less than the quote from the home inspector or the concessions the buyers will want.



The good news is that most repairs are merely cosmetic and relatively inexpensive. Think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too. Don't worry, we have created a quick reference checklist to work through before listing, download it for free and start working on the list today!



DOWNLOAD NOW FOR FREE



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cancorealestate.com





I WANT TO SELL BUT I NEED SOMEONE TO HELP WITH PREPARING MY HOME.

As a homeowner, we understand the significance of having dependable, skilled, and reputable professionals available for your home maintenance and improvement needs. Whether you're dealing with a minor issue like a leaky faucet, considering a fresh paint job, or embarking on a major renovation project, the right experts by your side can make a substantial difference.

We have taken the initiative to thoroughly evaluate these service providers to ensure their alignment with our core values of excellence, integrity, and commitment to customer satisfaction.

TRUSTED PROFESSIONALS

ELECTRIC COMPANY NAME www.website.com 765.482.2940	PLUMBING COMPANY NAME www.website.com 765.482.2940	LENDER COMPANY NAME www.website.com 765.482.2940
ROOFING COMPANY NAME www.website.com 765.482.2940	MOVING COMPANY NAME www.website.com 765.482.2940	PAINTING COMPANY NAME www.website.com 765.482.2940
FLOORING COMPANY NAME www.website.com 765.482.2940	CLEANING COMPANY NAME www.website.com 765.482.2940	HVAC COMPANY NAME www.website.com 765.482.2940
CONTRACTOR COMPANY NAME www.website.com 765.482.2940	www.website.com 765.482.2940	www.website.com 765.482.2940
PEST CONTROL COMPANY NAME www.website.com 765.482.2940	STAGING COMPANY NAME www.website.com 765.482.2940	INSURANCE COMPANY NAME www.website.com 765.482.2940

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Have questions about a specific contractor? Or perhaps you've had an experience with one of our recommended partners that you'd like to share? We would love to hear! Feel free to reach out at any time – your feedback helps us ensure we're providing the best resources possible for our valued homeowners like you.



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cancorealestate.com





Should I stage my home?

Staging makes your house look and feel like a model home. It's the process of simplifying, rearranging furniture, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The whole point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home. To be successful, there are a few things you need to understand about what characteristics of a house are universally appealing to homebuyers.

83%

of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.

67%

of top agents say that home staging helps a seller fetch more money for their house at resale.

40%

of buyers' agents cited that home staging had an effect on most buyers' view of the home.

PROS OF STAGING

- + Staging makes the listing photos look phenomenal, attracting more buyers into the home
- + Staging allows buyers to envision themselves living in your home
- + Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

When you list your home with me, you don't need to worry about staging your own home. My team and I are prepared to meet with you and generate a plan to showcase your home in the best way. Let's chat about what that plan would look like for you and your home.

CLICK TO GET YOUR STAGING PLAN



CLARA ANH NGUYEN

682-304-4139 | CANCO@RECANCO.COM

cancorealestate.com





I WANT TO SELL BUT WHAT ABOUT MY PETS?

Most people love dogs, cats, and other household animals – but like most things, there is a time and place for everything. Unfortunately, having pets when selling a home can cause major issues and affect your bottom line. If you are an animal lover, we know this can be a bitter pill to swallow, but read on.... Here is what to do with pets when selling a home.



WHY DO PETS NEED TO GO...

Whether your home is being held open or having a showing, below are just some reasons why pets need to be removed from your home during these times.

FEAR & NERVES

It may seem hard to believe, but the fear of cats and dogs is the most common animal fear. While many people may not outright fear pets, they are not comfortable around them. We have seen clients refuse to go into homes that have pets. Of course, when selling, the goal is to get as many people through your door as possible to expand the field of interest.

UNPREDICTABILITY

Very often, we hear, “my cat is so nice” and “my dog doesn’t bark.” Well, we have had that “nice” cat attack potential buyers and draw blood, and that “non-barking” dog get so territorial it barks, growls, and scares buyers and agents — so much they have to leave. You very well might have the most well-mannered pet(s), but you never know how they will react to strangers coming into your home (nor do you know how a stranger will treat your pet).

WHAT TO DO WITH PETS WHEN SELLING A HOME

Here are some ways our clients have resolved the issue of pets:

- 1. Leave them with family or friends while your home is on the market*
- 2. Board them for a specific amount of time*
- 3. Take them to work with you for the day (if this is an option).*
- 4. Hire a dog walker to remove them for showings*
- 5. Ask a close neighbor to take your pet during showings*
- 6. Completely move out of your home and take them with you*



CLARA ANH NGUYEN

682-304-4139 | CANCO@RECANCO.COM

cancorealestate.com





I WANT TO SELL BUT DO I REALLY NEED TO USE A REALTOR?

Real estate can be pretty confusing, right? You might be thinking, "*Do I even need a Realtor?*" Or maybe you're worried about *how much it'll cost*, or just not sure what a Realtor brings to the table. We get it, and we're here to clear things up for you.

A professional Realtor is more than just a transaction facilitator - they're your ally, your guide, and your advocate. Here's what they bring to the table:

EXPERT GUIDANCE

Realtors have the knowledge, experience, and resources to navigate the complexities of the real estate market. They can provide invaluable advice, helping you make informed decisions every step of the way.

MARKET INSIGHTS

Market Insights: With their finger on the pulse of the market, Realtors can provide up-to-date information on prices, financing, contract terms, and market conditions, ensuring you're well-equipped to make smart decisions.

NEGOTIATION SKILLS

Realtors are skilled negotiators. They can handle tough transactions, work through setbacks, and ensure that your best interests are always at the forefront.

TIME & STRESS SAVINGS

With a Realtor by your side, you can save precious time and avoid unnecessary stress. They'll handle the heavy lifting, allowing you to focus on what matters most - making your dream home a reality.

Our commitment to you

DEDICATED SERVICE



From the day you place your trust in us to sell your property, we pledge to you to provide the quality of service that you deserve. You will receive the highest standards of professional and personal service from our team.

HANDLING HARD CONVERSATIONS



When repairs or changes in price need to be made (whether a buyer or a seller), we will be your guide through that process. We handle negotiating repairs, scheduling needed inspections and/or repairs, and any hard conversations so you don't have to.

ON YOUR SIDE



A Realtor will represent your best interests, you are my #1 priority. With a pulse on the local market and a sound understanding of how various amenities affect the value of a home, we will make sure we calculate all benefits, and price accordingly.

SUSTAINED COMMUNICATION



We will discuss with you exactly how our team works and what you can expect. We will communicate regularly and you'll know everything that's going on as soon as we know it.

PROBLEM SOLVER



We will work hard to protect all of your interests and take on any issues that may arise throughout the process. Hopefully making the process as fun and stress-free as possible.



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