

Roadmap for Success in Home Selling



“YOUR FRIENDS IN REAL ESTATE”



THE FREUND GROUP



Our Commitment To Our Clients

Our People, Our team is wired to put our clients' best interest first. Our agents are known for their unmatched integrity and expertise. Our support staff members are dedicated to your success and have earned the finest reputation in the industry.

Our Systems, From the time you sign the agreement our process and procedures ensure an unmatched experience for our clients.

Let us show you why we are Your Friends In Real Estate.

Our Track Record,

Collectively our team has thousands of happy and satisfied clients and our goal is to make you next. And most importantly, our properties sell faster and for more money than the average of homes for sale in the Houston Association of Realtors' MLS in our area.



Your Goals,

Our foremost priority is to ensure that we deeply understand your goals as a potential home seller. We take the time to listen attentively to your needs, aspirations, and timeline. By comprehensively grasping your objectives, we formulate a tailored plan aimed at achieving the highest possible sale price for your home within your timeframe. Through clear communication and strategic insights, we guide you through the process with transparency and confidence.

Connect with us



[f](#) [@](#) [in](#) thefreundgroup

Who You Choose Matters

Recognitions



**America's Best Real Trend Agents
Top 1% Nationwide**

**Houston Business Journal Recipients
2020-2024**

**Houston Association of Realtors Top
Producing Team**

Houston Top Medium Sized Team 2024

Seller's Guide

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We let our clients do the talking about our team.

“

The Freund Group is an exceptional team. **Tammi** kept me informed every step of the way, very attentive. I've used her in the past for buying my rental properties and selling my properties and always plan on using her in the future. I highly recommend her and her team!

SUSAN | SELLER

This was our third time using **John** and he is AMAZING!! He and his team are on top of it from start to finish. My husband and I would totally recommend John and his team!

SCOTT | SELLER

Roxanne wonderfully handled. Prompt, professional, knowledgeable, and personal. Sold fairly quickly considering I live two hours away. I never felt that I was too far away for them to take care of listing selling my house. I recommend for all aspects of selling your home. I certainly am happy!

B LIGON | SELLER

I married in February and sold my home using The Freund Group. **Yessica** was just amazing! Very bright! Her attitude and wonderful attention to detail made this a great experience! My husband and I highly recommend Yessica Martinez and we wish her much success in her career. Thank you Yessica! & Thank you to The Freund Group!!

SHIRLEY | SELLER

”

We let our clients do the talking about our team.

“

I had the pleasure of working with **Katie Dvorak** from FIV Realty to sell my house, and I cannot recommend her highly enough. From start to finish, she demonstrated professionalism, expertise, and a deep commitment to achieving the best outcome for me.

PRESTON B. | SELLER

My experience was absolutely amazing. This was me and my husbands first time going through this process and The Freund Group especially **Dani** was fantastic and made our process so smooth and easy!

TATUM J. | SELLER

We were fortuitous to make **Sarah's** acquaintance. She is always on the ball and has helped us look ahead and plan ahead with her gentle reminders. She earned our trust through our interactions by keeping us focused on the key parameters we had listed during our first interaction. She also has a good ecosystem of professionals that have helped us in this journey.

SHIRLEY | SELLER

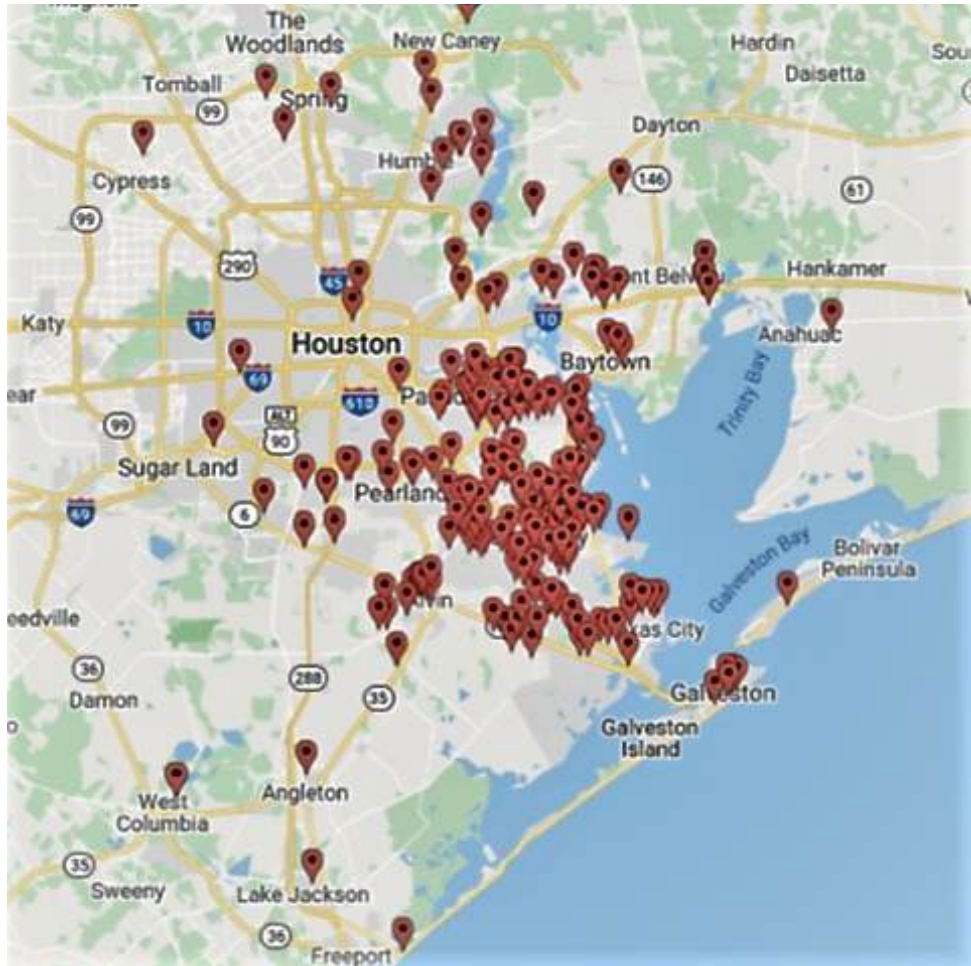
Had a great experience with **Jennifer**. She made our selling experience quick & easy. Any problems that arose with the new home buyers she took care of them quickly. We appreciate everything she did for us and look forward to using her again when we are ready to purchase our next home.

AMY | SELLER

”

Sold Map

THE FREUND GROUP



The Freund Group takes great pride in our extensive experience and track record of success in helping families sell their homes throughout the vibrant and diverse Houston area. Our commitment to excellence spans across a wide geographical area, reaching from the northern communities of New Caney down to the picturesque beaches of Galveston.

In addition to serving these areas, we also extend our services westward to the thriving community of Cypress and eastward to the charming town of Anahuac. Our dedication to meeting the unique needs of each client knows no bounds, and we are deeply invested in facilitating smooth and successful real estate transactions across the entire Houston metropolitan region.

As a trusted partner in your real estate journey, we are committed to delivering exceptional service and achieving optimal results for our clients. No matter where you are in the Houston area, you can rely on The Freund Group to deliver outstanding real estate solutions tailored to your unique needs and goals.

Meet The Team.

Team Leader



Tammi Freund
REALTOR®
SRES- Senior Real Estate Specialist
ASP (RE)- Accredited Staging Professional
SFR- Shortsale Foreclosure Specialist

Operations Manager



John Freund
REALTOR®
CLHMS- Certified Luxury Marketing Specialist

Marketing Director



Ashlyn Jackson
Ashlyn creates a marketing strategy for the team's listings to ensure our clients receiving excellent exposure. She also executes the team's marketing strategy and maintains the team's social media presence.

Client Care Specialist



Brianna Dwyer
Brianna is dedicated to following up with clients and matching them with an agent who would be the best fit. Brianna also checks in on our clients to ensure they are receiving exceptional service.

Administrative Assistant



Rayanne Dwyer
Rayanne efficiently manages tasks and supports daily operations.

Transaction Coordinator



Kimberly Lewis
Kimberly is our Transaction Coordinator. She works diligently to ensure a smooth transaction.

Meet The Team.

Agents



Yessica Martinez
REALTOR®



Roxanne Gillum
REALTOR®



Keith Gullo
REALTOR®



Jennifer Carpenter
REALTOR®



Sarah Canfield
REALTOR®



Meet The Team.

Agents



Katie Dvorak
REALTOR®



Dani Lenior
REALTOR®



Lupita Lesser
REALTOR®



Lauren Dehoyos
REALTOR®



Marian Jefferson
REALTOR®





Our Strategic Marketing Plan

01

Perfect Presentation

Premium Photography
Premium Video
Advise & Assist on Staging

02

Elite Advertising

All Major Real Estate Sites
Retargeting Ads
Active Prospecting
Dedicated Personal Property Website
Weekly Newsletter with property promotion

03

Social Marketing

All Major Social Sites
Social Video Ads
Target Marketing the Perfect Buyer

04

Local Visibility

Direct Mail & Digital
Premiere Open Houses
Signage That Gets Results
Property Books
Personalized Property Flyers



05

Pricing Strategy

Market Comparables
Strategic Analysis of the Market



06

Perfect Presentation

Coming Soon
Showing: Feedback Plan
Clear Communication
Who You Hire Matters



From Listed to Sold!



Perfect Presentation

The old adage, "A picture is worth a thousand words", could not be more true when it comes to selling real estate in today's modern housing market. Someone can write the most eloquent description of a home, but if the pictures do not mirror those words, potential buyers unfortunately skip to the next property.

We offer the very best professional photography in our marketplace. This gives our clients the competitive advantage to get their property more exposure online. This leads to more showing appointments and offers. We can also have our professional photographer take drone photos and videos of your home to increase buyer interest by seeing the entire property.

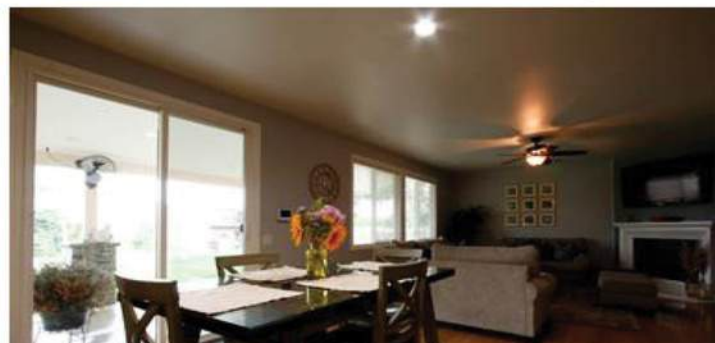
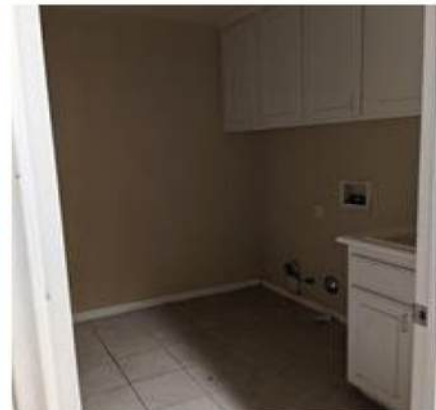
Our Professional Photography



VS

Their Bad Quality Photos

(Found on MLS)



The Power of Real Estate Staging

Before

After



The Power of Real Estate Marketing

In today's market, 99% of all potential buyers use the internet to search for homes. Our online presence runs wide and deep in our distribution network. We pay a premium to showcase your listings on the top real estate sites like Zillow, Trulia, and homes.com, and Realtor.com. Your listing is strategically placed at the top of property searches on these sites. We also advertise on Google and Facebook to reach out to all potential buyers. No one provides greater exposure for your home.

99%
of Buyers Are
Searching Online

*Unparalleled
Exposure*

800+
Websites in Our
Distribution Network

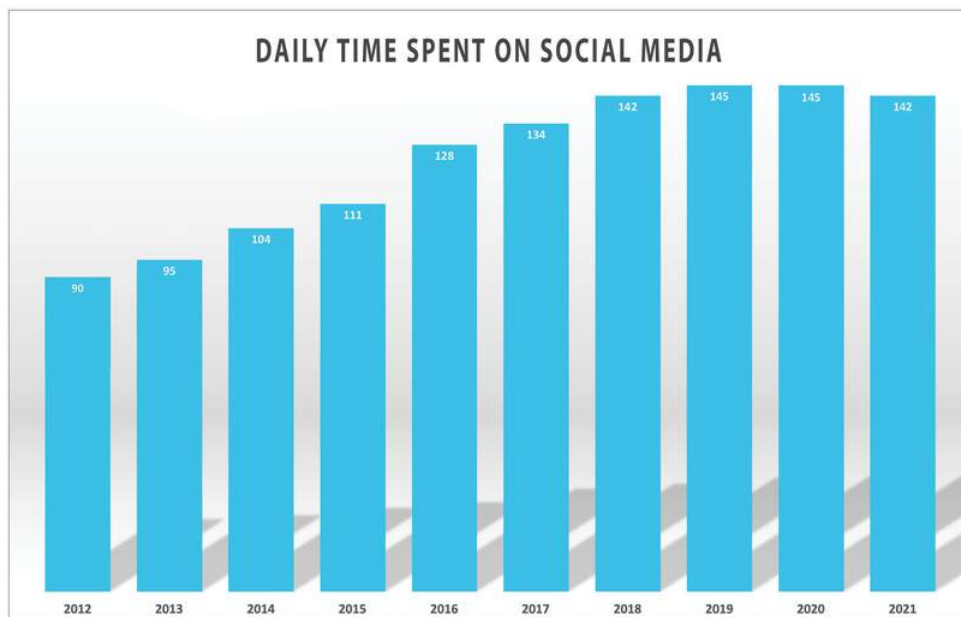
In today's market, 99% of all potential buyers use the internet to search for homes. Our online presence runs wide and deep in our distribution network. We pay a premium to showcase your listings on the top real estate sites like Zillow, Trulia, and homes.com, and Realtor.com.

Ads
on Google,
Facebook, & YouTube

Your listing is strategically placed at the top of property searches on these sites. We also advertise on Google and Facebook to reach out to all potential buyers. No one provides greater exposure for your home.

Social Marketing

Americans on average spend 142 minutes a day on social media, and the number keeps climbing! We utilize various platforms to ensure your home gets maximum exposure. We advertise your home on our Facebook page, Facebook Marketplace, Instagram. Additionally, we strategically target the audience that is most likely to be interested in buying your home and advertise directly to them.



Social Marketing



The Freund Group

Mon 4/22/2024 3:53 pm CDT



The Freund Group

Fri 5/31/2024 9:14 am CDT

PRICE IMPROVEMENT! 📈 📍 Address: 2285 Waterford Way, Vidor, TX 77662 Escape to serene country living without sacrificing city...



Shares	17
Post Link Clicks	83
Other Post Clicks	1,375

🌟 OPEN HOUSE! 🌟 Join us this Sunday, June 2nd, from 1pm-3pm at 2285 Waterford Way, Vidor, TX! 🏡 Experience the allure of...

The Freund Group

VIDOR, TEXAS 77662

Open HOUSE

SUNDAY, JUNE 2ND
1PM - 3PM



Post Link Clicks	77
Other Post Clicks	123



722 MAYHILL RIDGE LANE
Just LISTED
 \$430,000



\$430,000



3-4 BEDS



3 BATHS



2 GARAGE



2,737 SQFT



6313 SQFT



Preview our
listing flipbook



WELCOME HOME
722 MAYHILL RIDGE LANE LEAGUE CITY, TX
\$430,000



SCAN HERE TO VIEW



Cleaning & HVAC Services

WHEN YOU LIST WITH US
WE HELP YOU PREPARE
FOR YOUR MOVE

*DISCLAIMER RESTRICTIONS APPLY



Active Prospecting

Sometimes you need a combination of “tried and true” to go along with all of the new technology. We still believe in picking up the phone to reach out to our active database of buyers.



Our personal database has 13,000+ buyer leads!

Each day our inside sales agents prospect with thousands of active leads to find the right buyer for your home.



Local Visibility

Open House Premiere

Advertise the open house on real estate websites.

Engaging Open Houses

Whether it be in-person or a dynamic virtual tour, open houses are one of the most important ways buyers connect with your home.

59% of homebuyers attend an open house during the home shopping process*

*Zillow Group Consumer Housing Trends Report, 2019 survey data



More Buyers



More Money



Less Time



More Than Just a Sign



Pricing Strategy



Above Market Value

Pricing above market value can cause potential buyers to either ignore a home altogether or to make low-ball offers on the home. A seller might have to negotiate even lower and ultimately sell for under fair market value.



Fair Market Value

Buyers have easy access to the estimated value of your home through real estate websites like Zillow. When they see your home listed at that estimated price, they can focus on how they feel about the home versus how they will get you to lower the price. One drawback of this pricing strategy is that it still fails to pressure buyers to act quickly. They are not afraid of losing your home.



Below Market Value

When buyers see your home listed below market value, they are anxious to get your home for a discounted price. This strategy creates more demand for your home and therefore more offers. The goal is to start a bidding war that will ultimately lead to the end price being at or above market value.

Selling Process

IT'S TIME TO SELL...

LISTING



1 Consultation



2 Sign Agreement



3 Prepare for Listing Launch

MARKETING



6 Showings



5 Open House



4 Marketing Budget & Coming Soon

CLOSING



7 Negotiate Offers



8 Contingency Period Inspections, Appraisal, Loan Approval



9 Buyers Final Walkthrough

CONGRATS!!! YOU MADE IT TO CLOSING DAY! 10

Connect with Us

THE FREUND GROUP



Facebook



[Facebook.com/thefreundgroup](https://www.facebook.com/thefreundgroup)

Instagram



[Instagram.com/thefreundgroup](https://www.instagram.com/thefreundgroup)

LinkedIn



[The Freund Group](https://www.linkedin.com/company/the-freund-group)

Youtube



[youtube.com/@TheFreundGroup](https://www.youtube.com/@TheFreundGroup)

Google



[The Freund Group](https://www.google.com/search?q=The+Freund+Group)

Extensive Social Media Marketing

Our marketing team creates content fit for each platform and measures its' success. This ensures your listing will be seen.

Community Events

At The Freund Group, our agents are committed to making a difference in your neighborhood by supporting meaningful causes and community events.

Here are some of our annual events!

Easter Event

This event is open to the public as we host egg hunts (split for different age groups), free easter bunny pictures, games and light refreshments

Snowcone Social

This event is open to students and school faculty to swing by our office and enjoy a free snow cone to celebrate the end of a school year!

Back to School Supply Drive

This event invites the community to rally together and bring school supplies to help students teachers ensure they have the supplies needed for a great school year!

Our Pumpkin Patch & Trunk or Treat

This event is open to the public as we host a free pumpkin patch with trunks themed for trick-or-treating!

Cookies & Cocoa with Santa

This event is open to the public as we host free photos with Santa as well as cookie decorating and hot cocoa.



Checklist

PRIOR TO CLOSING

CALL THE FOLLOWING SERVICE PROVIDERS:

ALARM COMPANY

CHECK TO SEE IF THE BUYER WANTS TO CONTINUE USING EXISTING CONTACT. OTHERWISE DISCONTINUE SERVICE.

ELECTRICITY

SCHEDULE THE FINAL GAS AND ELECTRIC READINGS AND REQUEST A FINAL BILL

TELEPHONE, TELEVISION & INTERNET

TRANSFER YOUR COVERAGE TO YOUR NEW ADDRESS

WATER COMPANY

CALL TO ARRANGE FINAL READING WITHIN A WEEK OF CLOSING, IF POSSIBLE AND PAY FINAL BILL

GAS COMPANY

NOTIFY THE FOLLOWING OF YOUR NEW ADDRESS

ONE MONTH PRIOR TO CLOSING

SCHOOL SYSTEM

DOCTORS & DENTISTS

USPS CHANGE OF ADDRESS CARD

MAILED PUBLICATIONS & VENDORS

WALKTHROUGH

PRIOR TO CLOSING, YOUR AGENT WILL ARRANGE A WALK THROUGH OF THE PROPERTY. AS PER YOUR CONTRACT, THE PROPERTY SHOULD BE LEFT BROOM CLEAN. DON'T FORGET STORAGE AREAS.

Moving Checklist

One month before moving

- Call moving company and notify them of the date of your move
- Make a list of items to be moved and items to be discarded
- Arrange for a moving firm agent to visit your home to inspect your possessions to give you an estimate. Discuss the following:
 - Insurance coverage
 - Packing and unpacking labor
 - Arrival day at new location
 - Various shipping papers
 - Method and time of payment
- Notify post office of moving date and new address
- Notify creditors, newspapers, insurance companies, lawyers, accountants, and other service providers of your move
- Terminate memberships to religious organizations and clubs. Procure letters of introduction to new organizations in your area
- Terminate credit accounts at local shops
- Notify children's schools and collect transcripts
- Obtain birth certificates, baptism records etc. for each child

Two weeks before moving

- Check with moving company and confirm moving arrangements
- Transfer fire insurance on household goods or other insurance on personal items so they would be covered at your new home and en route
- Service automobiles traveling to new home
- If car or other possessions are leased or financed, get permission to move them

- Transfer bank accounts and ask for credit reference to be forwarded to new bank if required
- Notify credit card companies, investment accounts, health insurance, and doctors of new address
- Begin packing items to be moved yourself (i.e. extremely fragile items, silver, and valuables)
- Clean rugs or clothing before moving and have them moving-wrapped
- If traveling by air, confirm arrangements
- Make arrangements for transportation of pets or special care on day of move

One week before moving

- Collect items being cleaned, stored, repaired, or loaned out
- Return all borrowed items (library books, etc.)
- Prepare appliances for shipping
- Notify telephone company, arrange for gas, electric, oil, and water meters to be read
- Arrange for utilities in your new town or transfer accounts to your new address
- Confirm insurance coverage, labor, arrival day, method, and time or expected payment with moving company
- Visit safe deposit box to empty and close out
- Gather appliance warranties, instruction manuals, alarm information, lawn sprinkler information, spare keys, garage door openers, and leave in kitchen drawer for buyers

Two days before moving

- Dispose of flammables
- Drain fuel power mowers
- Label paint cans so new owners can touch up

- Remove curtains, drapes, and other fixtures you are taking
- Arrange for cash to cover tipping

One day before moving

- Clean refrigerators and freezers and put baking soda containers inside to dispel odors
- Check all cabinets, closets, attic, basement, and garage for overlooked items
- Remove all trash and debris not being moved
- Mark any fixtures or furniture not being moved

Moving Day

- Carry jewelry and important documents yourself
- Transport pets yourself
- Accompany movers through your house to tag furniture and boxes for room location at new location
- Explain what is or is not being moved
- Confirm exact destination with moving truck driver
- Double check all cabinets, closets, attic, basement, and garage for overlooked items

What to bring to a closing:

- Photo ID**
- Final paid receipt of water bill**
- House keys**

NOTES

Your Friends In Real Estate



What We Offer: From upsizing to downsizing, waterfront properties to investments, and cozy country homes, we possess the expertise and resources to help you find your ideal home. We understand that every real estate journey is unique, and we tailor our approach to meet your specific needs.

Our Promise: When you choose The Freund Group, you're not just selecting a real estate team; you're gaining trusted partners who are committed to providing comprehensive support throughout your entire home buying or selling process. Your goals become our goals, and we work tirelessly to make them a reality.

“




First, we want to say thank you to our clients for choosing us and trusting us. We feel incredibly honored to be part of your story. Second, we want to say thank you to our team for always exceeding expectations and going above and beyond for your clients as well as our team.





Connect With Us!



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