

A modern living room with a white sofa, a wooden coffee table, and a large arched window. The room is bright and airy, with a neutral color palette. The sofa is adorned with several pillows and a blanket. The coffee table holds a vase of dried flowers and some books. The arched window provides a view of greenery outside.

THE ULTIMATE GUIDE TO

SELLING YOUR HOME

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01

Choose Your Agent



Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.

-Emily Hohenstein



Emily Hohenstein

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ABOUT ME

As a proud Texas Tech graduate, I've built my career on a deep understanding of every facet of real estate. My experience spans retirement and investment planning, serving as Vice President of Operations for a lending institution, and co-founding Willow Bend Title, giving me unique expertise in finance, lending, and the transaction process. Today, I leverage that knowledge to provide buyers and sellers with a seamless, informed, and personalized experience, guiding them confidently through every step of their real estate journey.

CREDENTIALS

- Licensed Real Estate Agent, TX
- Licensed Real Estate Agent, FL
- D Magazine Best Real Estate Agent
- Experience in Residential, Land, Investing, and Luxury Real Estate

What you can expect working with me

I'm **Curious**

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I'm **Committed**

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

I'm **Proactive**

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I'm **Personal**

I believe in building relationships with my clients and treating them like family, because in the end, that's what leads to the best possible results.

What Clients Are Saying



Emily's expertise in the field really shined as she navigated selling our home and helping us purchase another in a complex market with a short timeline and consistently went over and above for my wife and I. We would happily recommend her to anyone! She was amazing to work with!

PETER Z.

I have had the pleasure of working with Emily on many transactions over the years and I must say, she always goes above and beyond to make sure her client's are taken care of in the best way possible. She is very knowledgeable and professional. I highly recommend Emily!

DOUG H.



Had the pleasure of working with Emily as she walked us through to home buying process and home selling process. She was very detailed and had our best interest throughout the entire process. I ABSOLUTELY recommend her to everyone I know selling or buying a home. I couldn't have hoped for a better experience with a realtor. She is the best!

JOSH M.



02

Prepare for the Market

Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.



Listing Preparation Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

GENERAL

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs |
| <input type="checkbox"/> | <input type="checkbox"/> | Carpets |
| <input type="checkbox"/> | <input type="checkbox"/> | Windows |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Doors and trim |
| <input type="checkbox"/> | <input type="checkbox"/> | Wallpaper |
| <input type="checkbox"/> | <input type="checkbox"/> | Hardware |
| <input type="checkbox"/> | <input type="checkbox"/> | Carbon monoxide detector |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detector |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean counters and declutter |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean backsplash |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean appliances (Inside & out) |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize drawers, cabinets and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean floors |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean sink and disposal |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels |
| <input type="checkbox"/> | <input type="checkbox"/> | Tidy cabinets and remove unnecessary toiletries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean moldy areas |

LIVING & DINING

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Stage with pillows and throws
<input type="checkbox"/>	<input type="checkbox"/>	Dust and clean all surfaces and fixtures
<input type="checkbox"/>	<input type="checkbox"/>	Keep all tables clear and decluttered

EXTERIOR

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Pressure wash concrete or driveway
<input type="checkbox"/>	<input type="checkbox"/>	Clean or repaint doors
<input type="checkbox"/>	<input type="checkbox"/>	Repaint trim
<input type="checkbox"/>	<input type="checkbox"/>	Wash windows
<input type="checkbox"/>	<input type="checkbox"/>	Sweep walkways & patios
<input type="checkbox"/>	<input type="checkbox"/>	Trim hedges

BEDROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Clean out and organize closets
<input type="checkbox"/>	<input type="checkbox"/>	Repair any damage in walls
<input type="checkbox"/>	<input type="checkbox"/>	Keep closets closed during showings
		Make beds before any showings
<input type="checkbox"/>	<input type="checkbox"/>	Mow lawn
<input type="checkbox"/>	<input type="checkbox"/>	Weed & mulch
<input type="checkbox"/>	<input type="checkbox"/>	Arrange outdoor furniture
<input type="checkbox"/>	<input type="checkbox"/>	Repair fence
<input type="checkbox"/>	<input type="checkbox"/>	Replace any rotten wood
<input type="checkbox"/>	<input type="checkbox"/>	Pool/spa is clean and in working condition

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

Strategic Marketing

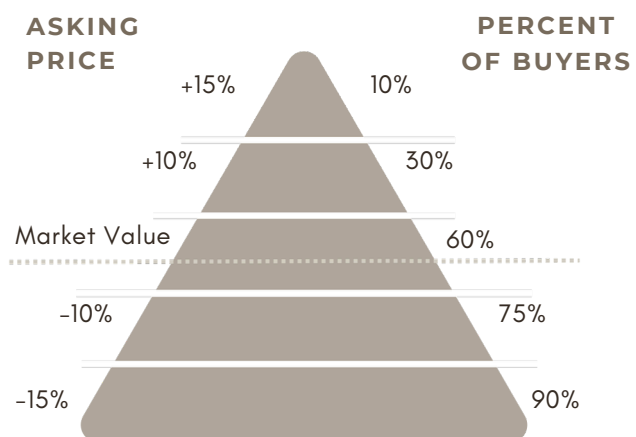
Here's something that may surprise you...

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.





AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches



BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



OVER MARKET VALUE

- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!





What's the big deal about listing photos & videos?



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.



Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

The photos to the left are examples from previous listings of mine.

What's Included in my Marketing Plan

- Displayed on brokerage website
- Displayed on personal website
- Social media marketing campaigns
- Virtual tours
- Exclusive sneak peeks
- Open houses
- Broker previews
- Digital and Print Flyers
- Postcards
- Professional photography (Drone + day & night photos)
- Professional videography
- Yard sign captures
- Notify surrounding neighbors

Modern Agent Marketing Strategy

Insta-Showcases

Your home's story deserves to be told. Through captivating Instagram posts, I highlight unique features and offer behind-the-scenes tours, creating a personal connection with potential buyers.

SEO Driven Strategies

Behind the scenes, I employ SEO strategies to boost your listing's online presence, ensuring it ranks highly on search engines and reaches potential buyers before they even know they're looking.

Hollywood-Level Home Tours

Think of this as your home's movie debut. I produce high-quality, cinematic videos that tell the unique story of your property, engaging potential buyers emotionally and visually.

Viral Visuals & Engaging Copy

Every post, video, and listing is crafted with the aim to go viral. From stunning visuals to storytelling copy that captures the heart and imagination, I make your home the main character in its own story.

OUR REACH

5k+

SUBSCRIBERS +
FOLLOWERS

1k+

EMAIL
SUBSCRIBERS

500k+

MONTHLY
IMPRESSIONS

20k+

MONTHLY
ENGAGEMENTS

The Sale of 2504 Danea Ct.

KEY STRATEGIES

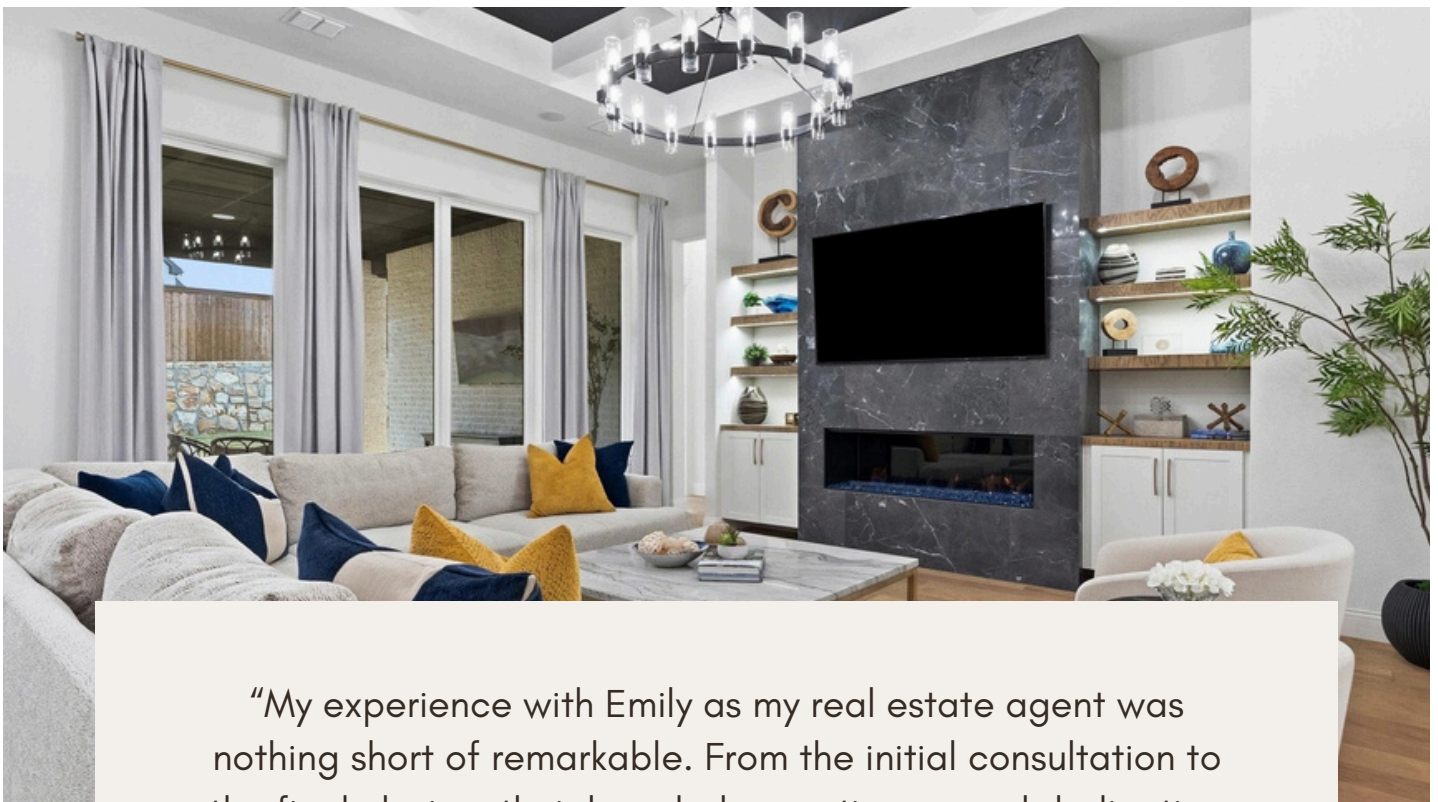
- **Content Creation:** Developed a series of high-quality, engaging posts featuring professional photos and videos of the property, including drone footage to highlight the home's architecture and surrounding landscape.
- **Targeted Advertising:** Utilized paid advertising with demographic and interest-based targeting to reach potential buyers who matched the profile of likely interested parties.
- **Production:** Produced a high-definition, walkthrough video of the property, showcasing key selling points and lifestyle elements associated with the home's location.
- **Distribution:** Shared the video on YouTube, Instagram, and Facebook, and embedded it in the online listing and email marketing campaigns.
- **Custom Email Blasts:** Sent targeted email campaigns to a curated list of potential buyers and real estate agents, highlighting the property's features, the listing video, and open house dates.
- **Follow-Up Sequences:** Implemented a series of follow-up emails to keep subscribers engaged, providing additional information about the property and the community.



The Sale of 2504 Danaea Ct.

RESULTS

- The social media campaign reached over 20,000 targeted users, with a 25% engagement rate on ads and organic posts.
- The digital approach generated 50 high-quality leads, significantly more than the initial traditional listing period.
- 45 Oak Drive sold within 30 days of implementing the modern marketing strategy, at 98% of the asking price.
- The sellers were thrilled with the quick sale and the seamless, innovative marketing process.



"My experience with Emily as my real estate agent was nothing short of remarkable. From the initial consultation to the final closing, their knowledge, patience, and dedication were evident. Emily took the time to understand my needs and preferences, making the home selling process seamless and stress-free."



Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

83%

visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

73%

compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

04

Showing Your Home

It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.



Showing Prep Checklist



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

05

The Closing Process

This process begins once we accept an offer on the home. Here are the major milestones to expect:

Escrow: The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

Buyer's Due Diligence: The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

Loan Approval and Appraisal: The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

Final Walkthrough: Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

Closing Day: The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.



Why Offering Buyer Agent Compensation is a Smart Move



Expands your property's visibility

Offering a commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for offers.

Encourages smooth transactions

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

Positively impacts sale outcomes

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

Signals a professional approach

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.



Next Steps

Getting started is simple. Once we have agreed on a price and have some documents signed I can get your listing on the market in as little as 48 hours.

Getting your home sold is a huge deal and I am honored to be considered to get the job done.

– Emily Hohenstein

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