



HOMES WITH HECTOR
Real Estate Services



SELLER'S GUIDE



01

INITIAL CONSULTATION



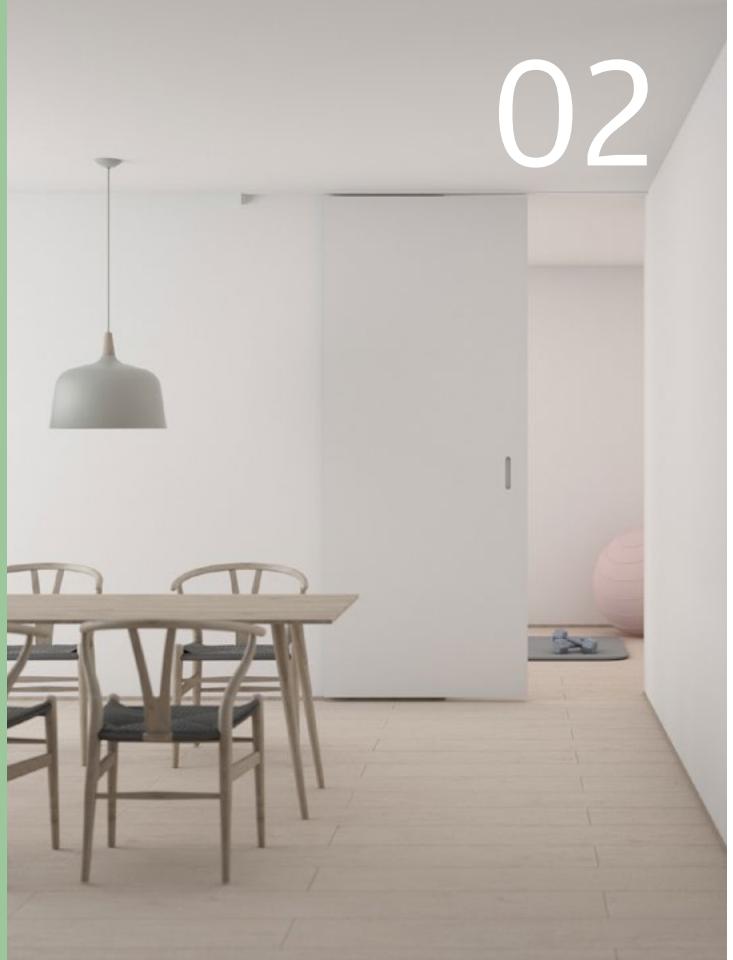
So you're curious about the value of your home and you're thinking about selling in preparation for that next big move in life. Well, here's where I come in.

I'll sit down with you to discuss the process, gather information about your property and start formulating a well thought out plan.

PRE-APPROVAL

Part of the plan I lay out for you includes pre-approval for your next home purchase after we sell. This is to ensure we know where you are going after you sell your home, so this is a key step in the process.

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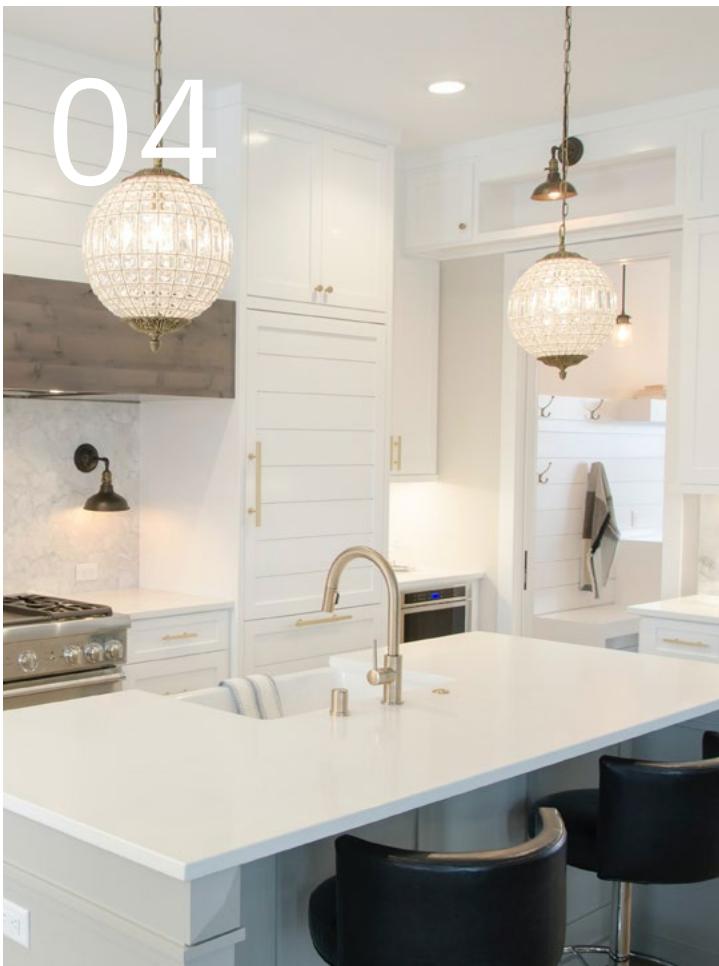
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COMPARATIVE MARKET ANALYSIS (CMA)

I'll be showing you homes that are similar to yours so we can understand what else is available on the market, what has been sold recently and come up with a value for your home. Of course, if your home has unique selling characteristics, we will factor this into the listing price.



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FORMULATING A STRATEGY & MARKETING PLAN

Based off the CMA, I will provide my expert advice on which selling strategy we should deploy. These strategies have been perfected over the course of my career, and have proven to be highly effective in maximizing value for my clients. In addition, I will walk you through my extensive marketing plan specifically designed for your home.

EVERY HOME IS UNIQUE and
EVERY HOME NEEDS A PLAN.

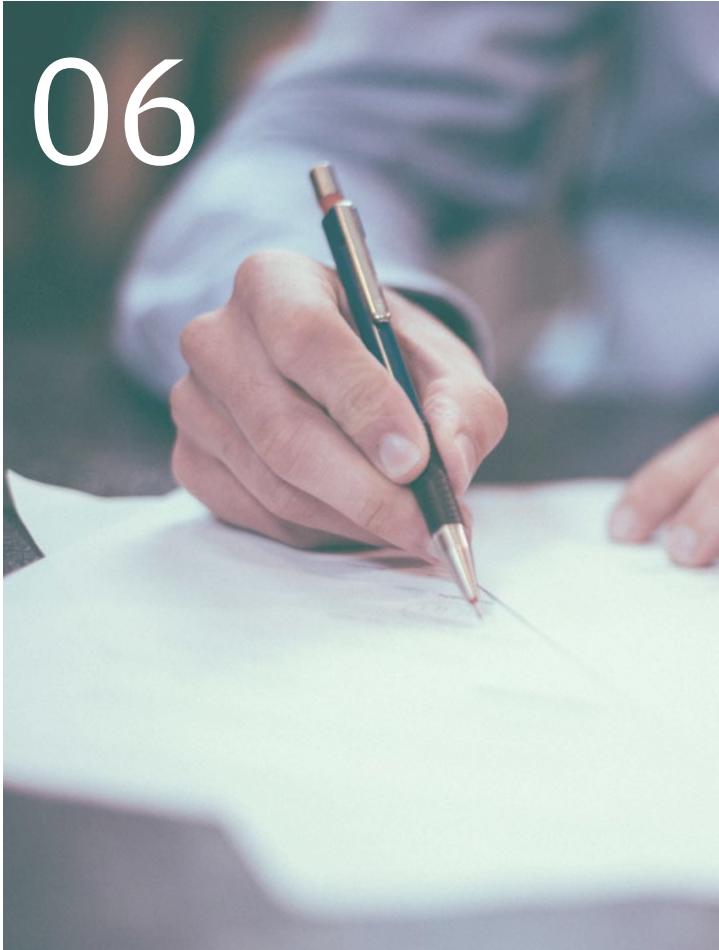
PREPARING THE HOME FOR SALE

There are specific things that buyer's would like to see and feel in a home that would entice them to write an offer on your home. It is important that we walk through your home to determine how it can be shaped to fit a buyer's eye.

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RECEIVING & ACCEPTING AN OFFER

After the home is put up for sale, and we successfully receive an offer, we will discuss your options which would be to Reject, Counter-Offer, or Accept. Each option has should be examined carefully and we will do so together. Once we eventually accept an offer, if it has subject conditions, we will wait until the subject removal date before we know that the home is sold firm. Then, we can begin searching for your next home!

Congratulations!

LISTING AGREEMENT

When you are satisfied with all aspects of the plan we have formulated together, it's time to sign the Listing Agreement. This agreement specifies details about your property, price, dates, and terms. I will ensure you are satisfied with all of the details before signing.

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