

SELLER'S GUIDE



welcome to your home selling journey



real
Brokered by: Real Broker, LLC

9 4 0 . 3 9 5 . 3 4 7 4

REAL BROKER, LLC

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YOUTUBE: @SHAWNAMARTINEZREALTOR

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SHAWNA MARTINEZ

Real estate is in my DNA! As a second generation Realtor born and raised in North Texas, I know that no two clients are the same.

My team's goal is to offer concierge, next level customer service. Do you need movers? We can help with that! Do you need your yard maintained? We can take care of that too! Maybe you need accommodations for your fur babies... or real babies??? we understand your needs are unique.

We pride ourselves in building a relationship over a transaction, so whatever your needs are, we can help! Whether you are buying for your primary residence, second home, or investment property our team of experts will provide you with the most phenomenal customer service! Don't get trapped in the 'one size fits all' Ferris Wheel of real estate.

It truly matters who you choose to work with!

Shawna Martinez

ABOUT US

Performance Team represents the DFW Metroplex with the finest properties with exceptional skill using the most innovative technologies currently available. We are the best real estate team in DFW. Named the number ONE agent in Argyle by Real Trends. Whether you are a first time home buyer or buying or selling your 10th home, we can help with all your real estate needs. We are a dynamic team that excels in making your needs and wants a reality while possessing the utmost integrity and providing the highest customer service along with consistent communication.

You can have confidence in knowing by hiring our team, you're hiring the best of the best. Not only do I coach 4,000 agents on how to be great listing agents, I am also ranked in the top 10 out of 22,000+ agents and in the top 50 in the entire state of Texas. Our experience + our innovative marketing, you can be rest assured we can get the results you are looking for!

Performance Team

SHAWNA MARTINEZ RESUME

Affiliation

*National Association of Realtors
Greater Denton Wise Association of Realtors
Metrotex Association of Realtors
Real Luxury Agent*

Experience

*CFO of a multimillion dollar subcontractor company in Texas- 8 years
Licensed in Real Estate since 2014
Real Estate Broker
Top 1% of Realtors in the US
Best of Dallas 6+ years
Real Producers top 500 agents in DFW area 6+years
Ranked #40 in the entire state of Texas based on Real Trends report
Real Estate investor
Real Estate Listing Coach
Real Estate Social Media Expert
VA Certified Agent
New Construction Home Specialist
Negotiation Expert
Certified Luxury Home Marketing Specialist
Commercial Agent
Short Term Property Management
Ranked the #1 Real Estate agent in Argyle based on Real Trends report*

Education

*University of North Texas
Champions School of Real Estate
Arkansas School of Real Estate*

Personal Information

Shawna Martinez 940-395-3474 shawna@performrealty.com

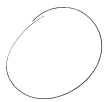
YOUR CHECKLIST

Pre Listing Checklist

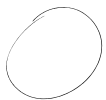
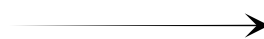
- ☐ MORTGAGE STATEMENT
- ☐ COPY OF LATEST MORTGAGE STATEMENT
- ☐ PROVIDE COPY OF SURVEY
- ☐ REVIEW THE PRE LIST INSPECTION ITEMS
- ☐ AVERAGE UTILITIES
- ☐ LIST OF FEATURES AND UPGRADES
- ☐ MAINTENANCE AND REPAIR RECEIPTS
- ☐ PRE LIST WALK THRU WITH SHAWNA
- ☐ DECLUTTER COUNTERS AND CABINETS
- ☐ DEEP CLEAN
- ☐ EXTERIOR WINDOW CLEANING
- ☐ COPIES OF LEASES FOR EQUIPMENT ON HOME
- ☐ NEW SELLER ONBOARDING FORM FILLED OUT
- ☐ HOME WARRANTY CONFIRMATION (SENT BY SHAWNA)



SCAN ME!

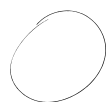


SUBMIT SELLER INTAKE FORM.



MEET WITH YOUR REAL ESTATE AGENT.

Discuss the pre listing strategy, including scheduling staging & media , price, and timing to market and review netsheet.



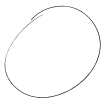
SIGN LISTING AGREEMENT

WHAT I NEED TO KNOW PRIOR TO SIGNING LISTING AGREEMENT

- **WHAT IS CURRENTLY OWED ON THE PROPERTY**

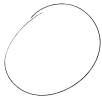
This information can be found on your latest mortgage statement.

- What is your current interest rate?
- Are your taxes and insurance in escrow?
- What are your HOA dues and how often are they paid? Are they current?



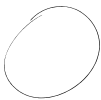
Common Exclusions List

- Ring doorbell
- Exterior or interior cameras or security systems (is there a current lease in place or paid off? What is the cost and balance for a buyer to take them over?)
- Light Fixtures/Ceiling Fans
- Curtains and/or curtain rods
- TV mounts
- Outdoor TV's
- Speakers
- Media Equipment
- Built in Smokers or Grills



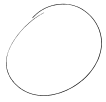
PREPARING FOR STAGING CONSULTATION

- To Do Prior to Meeting
 - Have moving boxes and tape available
 - Declutter closets
 - Declutter rooms
 - Declutter counter tops
 - Home doesn't have to professionally cleaned, but picked up and tidy works best



PREPARING FOR MEDIA SHOOT

- To Do Prior to media shoot
 - Have home professionally cleaned, carpets too if needed
 - Have shades & curtains open
 - Have beds made
 - Rooms cleaned
 - Toilet seats down
 - Appliances in kitchen stored away
 - Have pets put up and out of the way
 - Remove cars and other vehicles out of driveway and away from the home
 - Turn off alarm system
 - Vacate the home 15 mins prior to their arrival



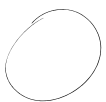
PREPARING FOR SHOWINGS.

- To Do Prior to showings/open houses
 - Have home and kitchen picked up (try not to cook anything right before a showing)
 - Have shades & curtains open
 - Have beds made
 - Rooms cleaned
 - Toilet seats down
 - Shower curtains pulled across
 - Appliances in kitchen stored away
 - Have pets put up and out of the way or take them with you
 - Turn off alarm system
 - Vacate the home 15 mins prior to their arrival





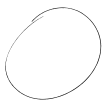
WHAT TO EXPECT WHILE YOUR HOME IS ON THE MARKET



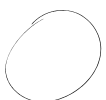
SHOWING REQUESTS THRU THE SHOWING APP

You can approve, propose a new time or just decline the showijngs

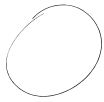
The more accessible your home is, the more exposure you have and the greater chance of getting it into contract with the terms you want



we will request feedback from every agent who shows it, and you will be notified of the feedback.



As offers come in, we will be sending you emails with the breakdowns for your review.



BUYER REQUEST REPAIRS:

The things we are looking for to request are safety related items and large ticket items such as: Roof, plumbing, water heater, foundation, appliances. (We are **NOT** looking to ask for maintenance or cosmetic items such as paint chipping, caulking, and normal wear and tear).

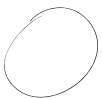
When requesting repairs you have the following options:

1. Request the items you want fixed prior to closing.
2. Request a combination of items and concession (credit at closing in lieu of the item being requested).
3. Request only a concession vs the item being fixed prior to closing.
4. Credits will be taken care of at the closing table, and will offset your cash to close.

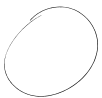
Seller has the right to **ACCEPT**, **COUNTER**, or **REJECT** your repair request.

If both **SELLER** and **BUYER** come to an agreement on these repairs, the transaction moves to **PENDING**. If parties cannot come to an agreement on repairs, buyer can terminate and get their **EARNEST** deposit back, option fee is given to seller for consideration of taking their home off the market while the buyer decided to move forward or not.

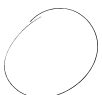
WHAT TO DO WHEN YOUR HOME IS PENDING



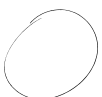
LENDER/TITLE ORDERS SURVEY (IF NEEDED).



TITLE MAY REQUEST ADDITIONAL DOCUMENTATION - THIS SHOULD BE DONE PROMPTLY!

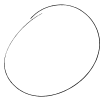


SELLER WORKS ON THE REPAIRS AND PROVIDING DOCUMENTATION.



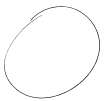
SCHEDULE FOR UTILITIES TO BE TURNED OFF THE DAY AFTER CLOSING.

****see page 10 for list of preferred vendors for repairs.****



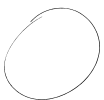
FINAL WALKTHROUGH.

A few days before closing, the buyer's agent MAY schedule the final walkthrough for the buyers. This is a great time for buyers to measure for their furniture, window coverings, fridge, etc...



PREPARING FOR CLOSING.

A few days prior to closing the title company will send over the initial closing disclosure for your review. This should be similar to the final numbers from your net sheet that was provided upon meeting and after the accepted offer. We will also make sure that all repair receipts and proof have been submitted to the buyer's agent.



CLOSING & FUNDING.

This is the big day! Your agent will accompany you to closing, answer questions, and verify the closing paperwork matches the purchase contract. Be sure to bring a current and valid government issued identification. Everyone who is purchasing the property must be present, unless you have a POA. You will also bring certified checks or wire funds from your bank. After closing paperwork is signed and funded, you will receive the keys to your new home!

CONGRATULATIONS!



VENDOR LIST

LENDERS

RYAN GRUBBS
817-366-6376
RYAN.GRUBBS@MYCCMORTGAGE.COM

LAND LOANS

LEE DAVENPORT
214-519-1747
LEE@SUBLIMEFINANCIAL.COM

HOME INSURANCE

ROLLO INSURANCE GROUP INC LC 0425

JUSTIN JACKSON
940-441-4222 MAIN OFFICE
817-223-9989 CELL

C1 INSURANCE GROUP

JEFF LEDBETTER
214-420-0847
JLEDBETTER@C1IG.COM

INSPECTORS

SUPER INSPECTORS

(940) 367-1708

BRYAN BRASHER

BRASHER HOME INSPECTIONS
(214) 729-5180
B.BRASHER@SBCGLOBAL.NET

ROOFING

T-ROCK ROOFING & CONTRACTING LLC

KYLE BICKHAM

(469) 993-8100

KBICKHAM@TROCKCONTRACTING.COM

ELECTRICAL

ALLAN LUNDY

(940) 641-1844

AUSTIN BARBER

(940) 255-8758

FLOORING

MARCOS FLOOR

214-281-6876

CHIMNEY & FIREPLACE

HALES CHIMNEY & FIREPLACE

972-562-6851

HVAC COMPANY

AIRESERV
BRIAN
(214) 225-7229

PLUMBER

JEREMIAS PLUMBING
940-595-0555

STRITTMATTER PLUMBING HEATING & AC
STRITTMATTERS.COM
972-362-4135
JJ & DUSTIN

MOVING COMPANIES

TYLER EDWARDS - STONEBRIAR MOVING SERVICES
469-734-9000

HOLY GRAIL MOVING
(972) 841-2633

VETERANS MOVING AMERICA
(817) 989-6362
REASA@VMAFAMILY.COM

POOL COMPANIES

HUNTER THANE - BMR POOLS

972-978-1189

HUNTER@BMRPOOLANDPATIO.COM

LARRY SHORT - CLEAR WATER POOL SERVICES

(682) 282-3100

LARRY@CWPSLLC.COM

WINDOW CLEANERS

FISH WINDOW CLEANING (DENTON)

(940) 808-0177

WILLS WINDOW CLEANING

(970) 817-4071

CLEAR AND CLEAN WINDOW CLEANING

(972) 890-5467

THE DUSTER CREW

817-449-0220

****** SAVE \$30 WHEN YOU SCHEDULE
HOUSE CLEANING + WINDOW CLEANING.
JUST LET THEM KNOW I SENT YOU***

STRUCTURAL ENGINEER

SCOTT DAVIS - THOMPSON & ASSOCIATES (CARROLLTON)

(817) 908-8391

SCOTTDAVIS1421@YAHOO.COM

SANDEEP "BEN" NALLAGULA - ROKIT SOLUTIONS

(972) 360-7013

ROKITSOLUTIONS.COM

TREE CUTTING SERVICES

1-2 TREE (FLOWER MOUND)

(972) 989-9332

HANDYMAN SERVICES

STEVE MURRAY

940-390-7970

BOB KENNEY

816-916-6180

STAN THE HANDYMAN

STAN NAUMAN

940-208-5408

INTERIOR PAINTERS

EFFECTUAL PAINTING

(214) 517-3736

BEYOND PAINTERS LLC (NORTHLAKE)

FIDEL QUINONEZ

972-768-2134

RICKY- GREATER TEXAS REMODELING

(214) 694-7056

GTREMODEL12@YAHOO.COM

JUAN AGUILAR - AAA GENERAL CONTRACTOR (DALLAS)

(972) 763-6627

K&R PAINTING (PROVIDENCE)

(352) 459-1980

TRAVIS WITH SPRAY TEX PAINT

972-510-4482

FLORIST

Devin Designs Flowers (Grapevine)

(817) 481-7818

Appletree Flowers (Plano)

(972) 527-2700

Patti Ann's Flowers (Frisco)

(972) 335-2380

PHOTOGRAPHERS

REAL PIX PHOTOGRAPHER

RYAN STEVEN'S

[HTTPS://WWW.REALHOMEPIX.COM/](https://www.realhomepix.com/)

817-736-6931

STAGING

LISA COOPER

LISA_FLWMND@YAHOO.COM

469-855-5471

SARAH NOWAK INTERIORS

469-952-1562

MAGGIE STAMAS

817-891-0186

TERMITE & PEST CONTROL

ARROW EXTERMINATORS

MIKE CAUDILL

940-600-2881

PRO- GUARD

817-919-7663

LANDSCAPING & YARD MAINTENANCE

DOMINGO JR LANDSCAPING & STONE WORK

817-500-3236

OTTO YARD SERVICE

940-514-4203

FAQ

What's the current market condition in our area?

- The market condition can vary, but currently, it's more of a balanced market. This means that there is 4-6 months of available inventory. Once rates improve, this will no doubt once again be a seller's market.

How should we price our home?

- Pricing your home correctly is crucial. We'll conduct a comparative market analysis (CMA) to assess similar properties in your area, considering factors like location, size, condition, and recent sales, to determine the most competitive price.

What improvements or repairs should we make before listing?

- We'll provide personalized recommendations based on your home's condition and the current market trends. Generally, minor repairs and cosmetic upgrades can enhance your home's appeal and increase its value.

What documents do we need to gather for the selling process?

- You'll need documents such as property deeds, mortgage information, property tax records, HOA documents (if applicable), home inspection reports, and any relevant permits for renovations or additions, survey.

How long will it take to sell our home?

- The time to sell can vary based on factors like market conditions, pricing strategy, and the appeal of your property. On average, homes in our area sell within 60-90 days, but we'll work diligently to expedite the process.

What marketing strategies will you use to promote our home?

- We employ a comprehensive marketing approach, including professional photography, virtual tours, lifestyle videos, online listings on multiple platforms, social media campaigns, open houses, and networking within our agent community... to name a few

How will you handle negotiations with potential buyers?

- We'll represent your best interests throughout the negotiation process, striving to secure the most favorable terms and price for your property. Our goal is to achieve a win-win outcome while protecting your financial interests.

What are the typical closing costs for sellers?

- Closing costs for sellers typically include agent commissions, transfer taxes, title insurance fees, attorney fees (if applicable), and prorated property taxes and HOA dues. We'll provide a detailed breakdown of estimated closing costs upfront.

How can we prepare for home showings and open houses?

- Prior to showings, it's essential to declutter, clean, and stage your home to highlight its best features. During open houses, we'll ensure your property is showcased effectively to attract potential buyers.

What happens if our home doesn't sell quickly?

- If your home doesn't sell within the anticipated timeframe, we'll reassess the marketing strategy, pricing, and any potential obstacles. We may recommend adjustments to improve visibility and attract more qualified buyers.

Buying a home before selling your current home:

The biggest benefit to buying a home before selling your current home is the fact that you have a suitable property lined up. This can reduce the stress and pressure of having to find a home once your current home is sold. This however also can create disappointment and heartbreak. If you are unable to purchase a new home without having to sell your current home, your purchase offer is going to be contingent upon sale and transfer of title of your current home. If your current home does not sell in a timely manner, this can lead to you getting “bumped” by a non-contingent buyer and you losing out on the home you’re looking to purchase, which can be devastating.

Selling your current home before buying a new home:

The time it takes to sell your current home is unpredictable. There is no crystal ball that exists that can tell you exactly how many days it will take. Selling your current home before buying a new home will put you in an ideal position to negotiate on the new home you’re purchasing due to the fact you are purchasing without the sale contingency of your current home.

One risk of selling your current home without buying a new home first is the chance of not being able to have a place to live. There are options if your current home sells before buying another though. A “lease-back” can sometimes be negotiated with the buyer of your current home. A “lease back” would allow you to retain possession of your current home for a certain number of days after closing at the expense of paying the buyer’s mortgage. A “lease back” allows for additional time to find a new home.

Do I really need a Realtor when selling a home?

When selling a home, it’s strongly recommended you have a Realtor. There are many reasons why you should have a Realtor represent your best interests when selling a home. Keep in mind, all Realtors are not the same! When choosing a listing agent, make sure you know how to properly interview prospective Realtors when buying a home.

Attempting to sell a home without a Realtor can really make the home selling process more difficult. Having a Realtor is always recommended when selling a home.

Who pays the Realtor fees when buying a home?

The short answer is that it’s negotiable, on the buy side. As the listing agent I will negotiate my fee with the seller to pay me for my services at closing, once I have completed my job. Buyer’s agents can get paid 1 of 3 ways.

1. From the seller
2. From the Buyer
3. From Both

What is an earnest money deposit?

An earnest money deposit is also frequently referred to as a good faith deposit. When a buyer purchases a home, they provide the seller's real estate company a deposit to hold in their escrow account. The primary purpose of this deposit is to show a seller you are serious about purchasing their home. The amount that is deposited is subtracted from the final figure that a buyer pays at the closing table. In most cases, the larger the deposit, the stronger a purchase offer looks to a seller.

What is an option fee deposit?

An option fee is an additional payment made by a buyer to a seller in a real estate sale. In return for the payment, the buyer gains the right to pull out of the deal during a certain period, even after formally agreeing to the sale. The use of an option fee is almost entirely restricted to Texas.

How long does the seller have to respond to my offer?

There is not a standard answer to this question. A purchase offer will have a "life." The "life of the offer" can vary from 12 hours to 3 or 4 days. There are many circumstances that can effect the length of the "life of the offer." Your Realtor should know how long of a "life" to give to your offer. If you're looking to purchase a home that is newly listed and the possibility of multiple offers exists, a shorter life is recommended. If the home you're looking to purchase has been on the market for 3 months and the seller is located out of town, a 2 day "life" maybe necessary and/or recommended.

My survey is old, do I have to get a new one?

Surveys don't have an expiration date as long as the information is still valid. One of the most common reasons a survey gets rejected is when a pool, shop, or new concrete pad is poured. If these are not on the original survey, it might get rejected and a new one will need to be performed.

Who pays for Survey?

This is negotiable between the parties, but in most cases the seller will provide the one they have and if rejected by the title company, a new one will need to be ordered. The party who pays for that is determined by the signed contract. Title will order the new survey, if it is needed. Nothing for the seller to do.

When is the closing date?

When buying a home, the excitement level is extremely high. It's important to understand that the closing date in the purchase offer is a target and not a guarantee. Before you hire the movers and take time off from work, know that the closing date in the contract isn't necessarily the date you will sell your home. Many sellers will ask their Realtor this question, however, it isn't up to the Realtors when a closing will be. The title company are the ones who have to set the closing date and time.

Who pays for the inspection? How much does it cost?

It's up to the buyer to pay for a home inspection so they can be sure that their home is an investment that won't turn into a financial sinkhole down the line. This isn't always the case though! Buyers are able to negotiate with the seller when making an offer to have the seller pay for an inspection instead. Depending on the size of the home, prices can range from around \$200-\$500 depending on the scope of the inspection.

How long does it take to close on a home?

The timing can vary depending on the situation, but 30-35 days to from application to closing is a good estimate.

What do I need to bring to closing?

A Photo ID

The title company running your mortgage loan closing will verify your identity by checking and making copies of a photo ID that you bring to closing day.

A Voided Check or Wiring Information

You will provide this to the title company or the mobile notary closing you. Once the property is officially closed and funded, the funds will be disbursed using the instructions you provided at closing,

The Closing Disclosure

When contemplating what to bring to closing, no item is more paramount than the Closing Disclosure – a key form that spells out the final terms and costs of your mortgage loan. Your lender is required to provide your Closing Disclosure to you at least 3 business days before closing day.

Professional Representation

You don't want to go it alone on closing day. It's important to have professionals representing your interests. That's why it's important to have your real estate agent present at closing.

GLOSSARY

broker:

A person who, for a commission or a fee, brings parties together and assists in negotiating contracts between them.

certificate of eligibility:

A document issued by the federal government certifying a veteran's eligibility for a Department of Veterans Affairs (VA) mortgage.

contingency:

A condition that must be met before a contract is legally binding. For example, home purchasers often include a contingency that specifies that the contract is not binding until the purchaser obtains a satisfactory home inspection report from a qualified home inspector.

commission:

How the buyer's agent (your agent) gets compensated. Buyer's agent commission is paid out of the **SELLER'S** proceeds at closing.

earnest money deposit:

A deposit made by the potential home buyer to show that he or she is serious about buying the house. Seller's typically are looking for 1% of the purchase price. Due within 3 days of an accepted offer.

fair market value:

The highest price that a buyer, willing but not compelled to buy, would pay, and the lowest a seller, willing but not compelled to sell, would accept.

GLOSSARY

FHA mortgage:

A mortgage that is insured by the Federal Housing Administration (FHA). Also known as a government mortgage.

flood insurance:

Insurance that compensates for physical property damage resulting from flooding. It is required for properties located in federally designated flood areas.

home equity line of credit:

a credit line that is secured by a second deed of trust on a house. Equity lines of credit are revolving accounts that work like a credit card, which can be paid down or charged up for the term of the loan. The minimum payment due each month is interest only.

good faith estimate:

An estimate of charges which a borrower is likely to incur in connection with a settlement.

jumbo mortgage:

The current loan limit for a conforming loan is \$417,000. Loan amounts of \$359,651 and above are considered non-conforming or jumbo mortgages and are usually subject to higher pricing.

lender:

The bank, mortgage company, or mortgage broker offering the loan.

GLOSSARY

mortgage:

A legal document that pledges a property to the lender as security for payment of a debt.

mortgage insurance (MI):

Insurance written by an independent mortgage insurance company protecting the mortgage lender against loss incurred by a mortgage default. Usually required for loans with an LTV of 80.01% or higher.

Option Period:

Period of time that is negotiated between the parties for a FEE (generally \$150-500) to allow buyer time to decide if they will move forward with the purchase or not. This is also the time frame the buyer would schedule inspections and negotiate the repairs. Deadline for option period is 5pm of the last day of option. This fee is due within 3 days of an accepted offer.

origination fee:

A fee imposed by a lender to cover certain processing expenses in connection with making a real estate loan. Usually a percentage of the amount loaned, such as one percent.

owner financing:

A property purchase transaction in which the property seller provides all or part of the financing.

PITI:

Principal, interest, taxes and insurance—the components of a monthly mortgage payment.

GLOSSARY

rate:

The annual rate of interest on a loan, expressed as a percentage of 100.

refinancing:

The process of paying off one loan with the proceeds from a new loan using the same property as security.

survey:

A print showing the measurements of the boundaries of a parcel of land, together with the location of all improvements on the land and sometimes its area and topography.

title insurance:

Insurance against loss resulting from defects of title to a specifically described parcel of real property.

title search:

An investigation into the history of ownership of a property to check for liens, unpaid claims, restrictions or problems, to prove that the seller can transfer free and clear ownership.