

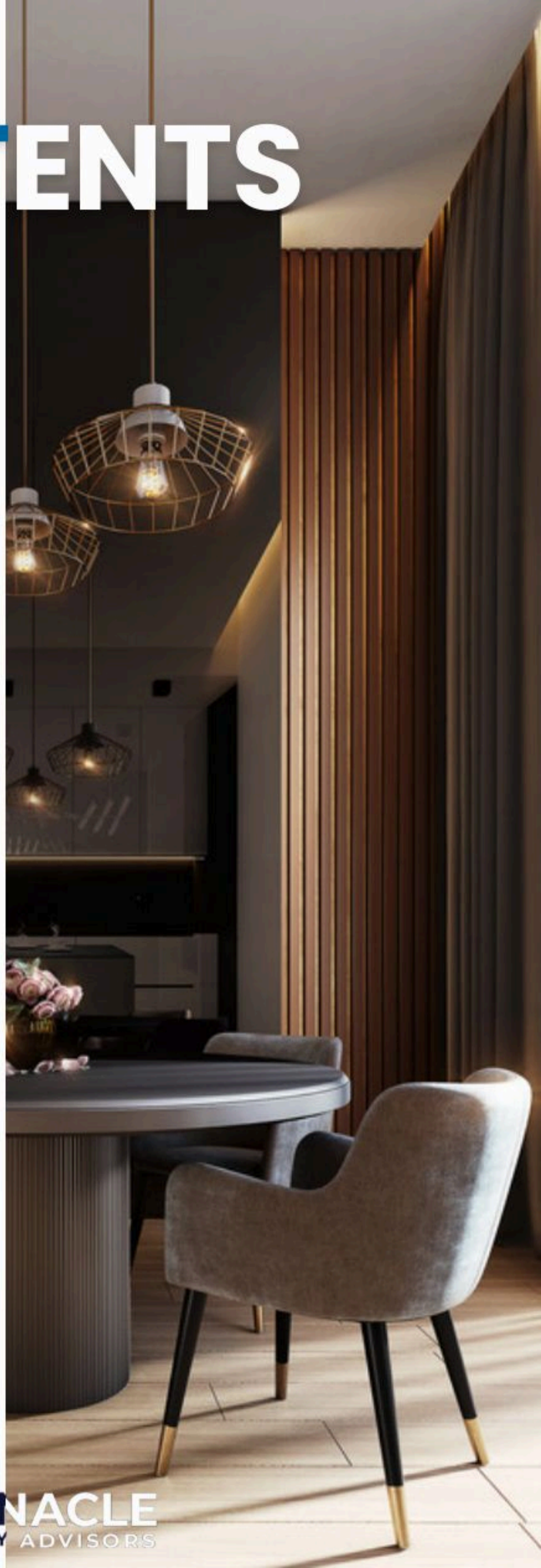


FROM START TO
SOLD.

ALL THE DETAILS YOU NEED TO SUCCESSFULLY
LIST & SELL YOUR HOME.

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WELCOME

A home is never just a structure- it's where your story has unfolded. The laughter around the table, quiet mornings, milestones, and everyday moments all become memories. That's why selling isn't just a business decision—it's deeply personal, and it's normal to feel a little anxious about what's ahead.

You don't have to go through it alone. I'll guide you with patience and care every step of the way. From preparing your home, connecting with the right buyers, and negotiating the best terms, to ensuring a smooth close—you'll always have someone in your corner. This booklet is here to give you clarity, comfort, and confidence as you begin your next chapter.

Defifah Ware



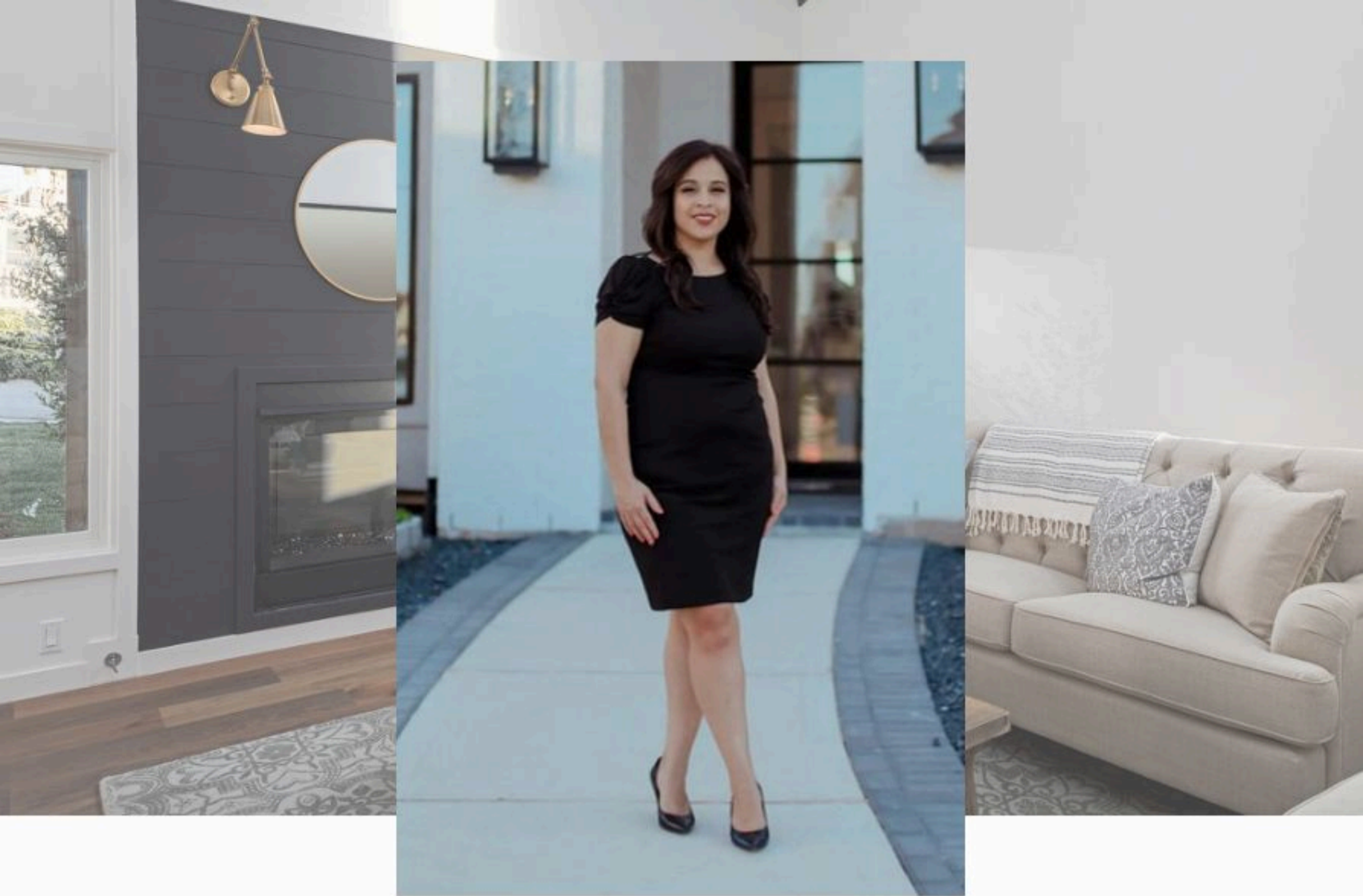
EVERYTHING YOU WANT

is on the
other side
of sold.



HI, I'M DELILAH

I believe real estate is more than a transactions-
it's about creating stability, building lasting value,
and helping families achieve their goals with care
and confidence.



Delilah Ware

Real Estate Agent at Pinnacle Realty Advisors

Pinnacle Realty Advisors is where I proudly serve as a licensed REALTOR, assisting first-time homebuyers, relocators, downsizers, and investors throughout Houston and the surrounding areas. Having lived in Houston and its surrounding communities for over 31 years, I offer strong local insight and a genuine understanding of the neighborhoods I serve.

As a military brat, I moved frequently while growing up, which taught me the importance of comfort, security, and a sense of belonging in a home. That experience continues to shape my client-centered approach to real estate. With over 20 years of sales experience, I combine market knowledge with attentive service to guide buyers and sellers through each step of the transaction.

My approach is patient, honest, and transparent, with a focus on clear communication and a smooth process. Whether you are purchasing your first home, selling, investing, or starting a new chapter, I am committed to providing knowledgeable support so you can make informed decisions with confidence. I am pleased to assist clients in both English and Spanish.



GUIDED SELLING EXPERIENCE

Selling your home is more than a transaction it's the beginning of a beautiful new chapter. It's a chance to cherish the memories you've made, while looking forward to a new family creating their own story within those walls.

With our modern marketing approach and simplified paperwork process, we take the stress out of SOLD so you can focus on what matters most.

And let's be honest moving into a new home isn't just a change, it's an adventure. An exciting step toward the future you've been dreaming of.

**PRICING
STRATEGY
CONSULTATION**

**PROFESSIONAL
VISUAL
MARKETING**

**OPEN HOUSE
PRESENTING
AND REVIEWING
OFFERS**

**SEAL THE DEAL
& CELEBRATE**



**MARKET-READY
HOME
PREPARATION**

**DIGITAL DEBUT:
NOW ON THE
MARKET**

**CONTINGENCY
RESOLUTION
PERIOD**

Seller Strategy Session

This is where we design the roadmap for your success together.

Before our consultation, I'd love for you to think about your goals for selling your home, as well as any questions or concerns you'd like me to address. This way, we can spend our time together focusing on what matters most to you.

I'll also be preparing some helpful materials for us to review. You'll get a clear picture of my marketing approach, how I use social media to showcase your home, and a comparative market analysis that highlights what's selling and what isn't in your neighborhood. My goal is to make sure you feel informed, comfortable, and confident about every step of the process.



A few things to reflect on before our meeting...

- When are you hoping to move?
- What would you like to walk away with from your home sale?
- Are there any worries or questions on your mind about listing or buying?

Jot these down so we can go over everything together and make sure you feel confident about the process!

-Delilah



FINDING the PERFECT PRICE

When a home is priced too high, the market stays silent... **no** showings, **no** offers, **no** momentum.

That's why pricing is both a science and a strategy and it's the single most important step in successfully selling your home. During our listing consultation, we'll align your goals with current market conditions and create a pricing plan designed to attract buyers and secure the best outcome for you.

did you know?

Taking time to
clean and
prepare your
home can
raise its
market value
by up to 5%.



Let's get started...

1. EXTERIOR

2. KITCHEN

3. SHARED LIVING SPACES

4. BEDROOMS

5. BATHROOMS

Here's the plan...

01

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

02

Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

03

Bedroom

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

04

Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

05

Backyard

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

06

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

07

Throughout

- Wipe down all blinds
- Touch up any drywall or paint

08

Final Clean

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

That's it- your home is ready!



Selling your home isn't just a process

it's a partnership built on trust.

PRE-LIST TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



“

Delilah was amazing. She always responded she explained everything to my partner and I and we were always up to date on the process. She was very supportive and beginner friendly and she always knew what we wanted in a house. I have for sure found who I will be recommending for friends and family, I couldn't have asked for a better agent.

”

-Michelle



PICTURE PERFECT: IT'S PHOTO TIME

- ✓ Homes listed with professional photography sell 32% faster
- ✓ The average ROI on professional real estate photography
- ✓ 68% of consumers say that great photos made them want to visit the home



Professional Photography

You've probably heard the saying, "You never get a second chance to make a first impression." And it couldn't be more true in real estate. That first impression can mean the difference between a quick sale and a home that lingers on the market.

When it comes to photography and video, it's not just about showcasing the home it's about capturing the feeling of what it would be like for buyers to live there. That emotional connection is what inspires them to take the next step.

THE GOAL:

a house
that feels
like home

Your Home's Big Market Debut

Homes tend to perform best when they hit the market on a Thursday. To make that happen, we'll want to schedule cleaning and photography about 2–3 weeks beforehand.

On photo day, we'll stage and prepare your home before the photographer arrives. This is usually an all-day process, so it's best if you plan to be away during that time.

Once the photos and videos are complete, they'll be edited and transformed into beautiful marketing materials, including:

- A custom website dedicated to your home
- Direct mail pieces for your neighborhood
- Social media posts and targeted ads
- Open house materials



3 Steps to Selling Success

When bringing a home to market, it's essential to use an immersive marketing strategy one that ensures your ideal buyer sees your home more than once and in more than one place. Our 3-step approach is designed to showcase your home across multiple platforms and formats, reaching buyers of every generation and highlighting the details that make your property stand out.

01

FLYERS & MAILERS

Many agents skip this step, thinking it's unnecessary. But the numbers show otherwise alerting the neighbors creates powerful word-of-mouth about your home.

02

SOCIAL MEDIA

First, they receive a postcard in the mail. Next, a reel about the same home pops up in their feed. Then comes a Facebook ad until finally, curiosity takes over and they click through to your custom website to enjoy a full digital tour.

03

OPEN HOUSE

This journey leads them straight to your Open House, where they can experience your home in person. Because they've already engaged with the photos and videos, these buyers arrive highly interested and emotionally invested.



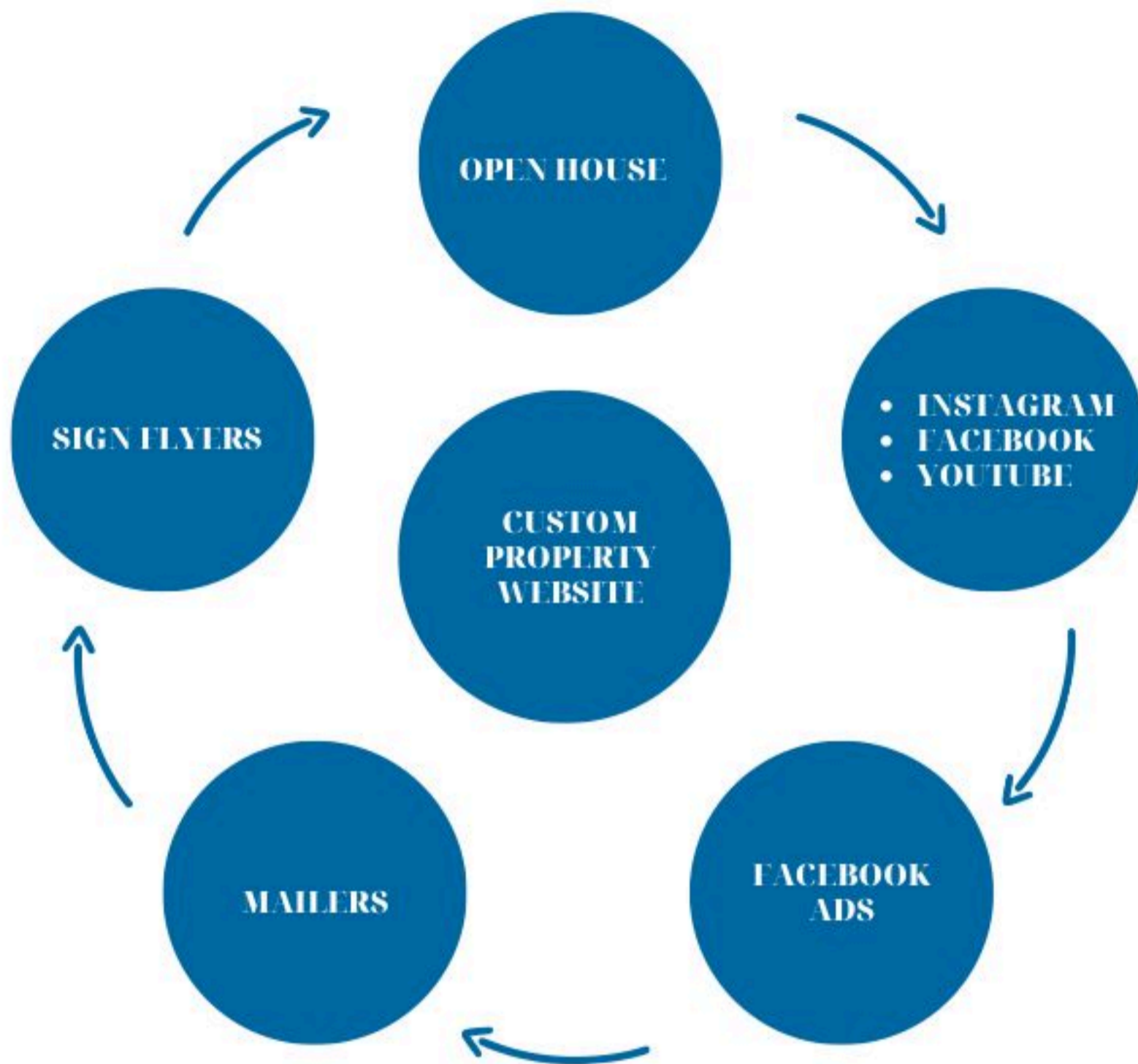
“

PROFESSIONAL PATIENT & ABSOLUTELY OUTSTANDING

We were nervous about selling our home, but Delilah made the entire process feel seamless. From thoughtful staging advice to smart marketing strategies, she guided us with patience and honesty every step of the way. Our home sold quickly and above asking price! I couldn't have asked for a better experience.”

– Anthony A.

The 7-11-4 Rule



Seven hours may sound like a lot, but buying a home is one of the biggest decisions most people will ever make. Our job is to make it easy for buyers to spend that time connecting with your home through multiple channels, repeated impressions, and meaningful touch points.

Studies show that before making a purchase decision, consumers need about 7 hours of engagement, 11 touch points, and exposure across at least 4 different platforms. That's why immersive marketing isn't optional—it's essential when taking your home to market.

TIMELINE

COMING SOON...

- For Sale Sign Posted
- Open House Launch
- Maximum Buyer Interest

HOME FLYER & MAILERS

- 5 Custom Postcards:
- Coming Soon • Just Listed • Open House • Under Contract • Sold

PREP & POLISH

- Pack early and remove roughly 30% from closets
- Clear away excess clutter
- Depersonalize by removing family photos

SOCIAL CAMPAIGN LIVE

- All social content produced: long-form video, 3–4 reels, and designer-quality photos.

PHOTO & VIDEO


- Shoot Day = Photography, Video, & Marketing Shots

OPEN HOUSE

- Debut Weekend: Exclusive Open House during prime time Friday–Sunday

EXCLUSIVE PROPERTY WEBSITE

- Exclusive property site tailored to your listing, tracking every click and visit.

A rustic study with a wooden desk, leather chair, bookshelves, and a window with a view of trees. The scene is dimly lit, with light coming from the window. The desk has a small potted plant and a book. The bookshelves are filled with books and a hanging plant. The window has a view of green trees and a large cushioned seat.

**My goal is simple: maximum exposure. I
market your home across multiple
channels to**

**reach
thousands
of potential
buyers.**



LISTED TO SELL

The way homes are bought and sold has changed dramatically. Newspaper ads and word-of-mouth aren't enough anymore today, nearly every buyer begins their search online. In fact, 95% of homebuyers use the Internet, and more than half say it's the very first step in their home search.

On average, buyers spend 10 weeks searching and preview about 12 homes before making a decision. That's why online visibility is essential.

Of course, I also cover the fundamentals: your listing goes on the MLS, is syndicated across top platforms like Zillow, Trulia, and Realtor.com, and I personally claim those listings so I can track the data and monitor activity.



“

**EXCEPTIONAL
SERVICE AND
INCREDIBLE
RESULTS**

Working with Delilah was pleasant and easy. She was responsive and met us at every appointment. She was knowledgeable and it felt She was doing her best at representing us. Her knowledge came in handy when knowing what we should do and what we were entitled too.”

An Open House
is not optional
it's essential.

HERE'S WHY



It's never just about the Open House, but the entire strategy that amplifies it.

FIRST

Since only 4% of homes are sold at an Open House, it's fair to ask... What's the value?

Here's the key: every time you host an Open House, your listing gets renewed attention online. Each event refreshes your property across real estate portals, putting it in front of more potential buyers. And since this is real estate, nothing compares to the impact of seeing a home in person an Open House gives buyers the chance to experience your home firsthand.

Open Houses also connect us with your neighbors. They want great new neighbors and they want you to sell for top dollar. By enlisting their help, we make it easy for them to spread the word and share your home with friends.

Simply put, an Open House makes your home easy to see, easy to share, and easy to talk about and buyers love easy.

Presenting and Reviewing Offers

Offer time is one of the most exciting stages it means buyers are raising their hands saying, “We want your home!” We’ll sit down together to review each offer side by side so you feel confident about accepting, countering, or waiting.

If multiple offers come in, we’ll compare them all at once to clearly see the best fit. My role is to keep things realistic and strategic helping you focus on the numbers and choose what serves you best.





CONTINGENCY PERIOD

In real estate, a “contingency” is simply a condition in the Agreement of Sale that must be met for the transaction to move forward. Buyers can choose from several contingencies to include in their contract.

Once the contingency period is complete and everything checks out, only two steps remain before closing: the title search and the transfer of ownership.

By working with me and trusted industry experts, you’ll gain a clear understanding of how contingencies work, when they’re most important, and how to navigate them with confidence so you’re always in the best position possible.

COMMON CONTINGENCIES

01

Inspection Contingency

As part of the contract, buyers have a 10-day inspection contingency to thoroughly evaluate the property with a licensed inspector.

02

Financing Contingency

Buyer financing is one of the most common contingencies, so we only consider offers that include verified pre-approval from a lender.

03

Appraisal Contingency

Part of financing is the appraisal contingency if the home doesn't appraise at or above the purchase price, the loan may not be approved.

04

Home Sale Contingency

Certain contracts depend on the buyer selling and closing their current home first. With this contingency, we'll follow specific paperwork and deadlines to keep everything on track.



CLOSING DAY

The moment we've been working toward!

I've guided clients through this process dozens of times, and I promise we'll get through it together just fine. Closing day means signing a lot of paperwork. Most of it is routine (and a little dull), but every page is important. The good news? We'll have already reviewed everything, so there won't be any surprises.

Here's what happens after you sign:

1. **Recording the deed** – A deed isn't official until it's recorded with the county. Once all signatures are in, the title company sends it to record. This usually takes just a few hours.
2. **Funding** – Once the deed is recorded, funds are released. Some loans fund the same day, while others take up to 48 hours. Don't worry the lender and title company already have the money, it's just a matter of processing.

After the deed is recorded and the keys are handed over, the new homeowners officially step into their next chapter closing complete! Just a quick but very important reminder: **please keep utilities like water and power on until after the buyers finish their final walkthrough.**



What You
CAN EXPECT

I know this is about more than selling high and buying low and I can promise you that while there will be some bumps in the process, I'll be doing my best to help you avoid any delays or roadblocks. You can expect weekly phone calls with my trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

- *Delilah*



READY TO SELL?

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Website



Facebook



Zillow

