

SELLER'S *guide*



Truth & Candice Clark

REAL ESTATE AGENTS | TEAM LEADS



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Hello!

I'M CANDICE


Hi there! I'm Candice, the Team Lead at Elevate Realty Team, where our passion for real estate needs the heart of San Antonio, Texas. My real estate journey began in 2017, inspired by my experiences as a military spouse. This unique perspective has been a cornerstone and understanding the diverse needs of our clients, especially those in the military community.


Driven by a deep-rooted passion, I quickly found my calling in real estate.

Our team at Elevate Realty, known for 'Real Estate with a Higher Purpose,' is dedicated to upholding core values of Clients First, Integrity, Always, Treating All with Respect, and striving for Excellence in All We Do. Let's make your real estate dreams a reality together!

Candice Clark

REAL ESTATE AGENT

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Hello!


I'M TRUTH


I'm Truth, co-Team Leader of Elevate Realty Team, a client focused real estate team in beautiful San Antonio, TX. With 13 years of experience in the Air Force, I bring discipline and dedication to every real estate transaction. Our team, known for 'Real Estate with a Higher Purpose,' holds core values of Clients First, Integrity always, Treating All with Respect, and Excellence in All we do.

As a Realtor and military veteran, I specialize in assisting VA clients and military personnel in finding their dream homes. Outside of work, I'm a family person, proud parent of two kids, and a lover of adventure and travel. When I'm not helping clients or exploring new places, you can find me enjoying the diverse culinary scene in San Antonio. Join me on our social media platforms as I share valuable insights, tips, and our mission to make real estate a rewarding experience for all!

Truth Clark

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M E E T O U R *Team*



Candice Clark

**REAL ESTATE AGENT
TEAM LEAD**

Candice, the Team Lead and production lead of Elevate Realty Team, is renowned for her exceptional ability to drive results and foster growth. Her extensive knowledge of real estate dynamics, combined with a client-first approach, enables her to provide unparalleled guidance to both buyers and sellers. Candice's leadership skills and her commitment to excellence ensure that every client receives personalized and effective solutions. Her passion for real estate and dedication to achieving the best outcomes for her clients make her a standout professional in the field.



Nacavia Hill

EXECUTIVE ADMIN ASSISTANT

Nacavia is the executive assistant on our team and is responsible for providing administrative support to the company. Her critical role helps the executive team manage their time, stay organized, and focus on strategic initiatives, and the clients more. Nacavia is a military spouse, who loves traveling and the beach. She is an accomplished individual who is passionate about making a positive impact in the lives of others. With a degree in Graphic Design & Media Arts nearly in hand, her goal is to use her skills and abilities to help the team in any way possible. She understands the importance of teamwork, discipline, and dedication, and applies these values to everything she does.



Truth Clark

**REAL ESTATE AGENT
TEAM LEAD, AF VETERAN**

As the co-Team Leader and visionary of Elevate Realty Team, Truth brings a unique blend of leadership, passion, and expertise to the real estate industry. With 13 years of distinguished service in the Air Force, Truth's discipline and commitment shine through in every interaction. Guided by core values of integrity, respect, and excellence, Truth is dedicated to empowering clients with the knowledge and resources needed for successful real estate transactions. Living in Stone Oak, San Antonio, Truth's deep understanding of the local market, combined with a personal approach to real estate, ensures that clients receive top-notch service tailored to their specific needs.



Kevin Stone

**TRANSACTION COORDINATOR
AF VETERAN**

Kevin is a Seattle native and has lived in Texas on and off for 20 years and currently lives in San Antonio. After a 20-year career in the Air Force and 7 years as a Registered Nurse, Kevin turned to real estate and has been licensed since 2015. As an agent, Kevin accumulated vast experience working with clients through the entire transaction process. As a Transaction Coordinator, he knows the importance of teamwork to successfully move a transaction from Sold to Close.





KEYS TO A SUCCESSFUL SALE

Pricing

- Using my competitive market analysis tool and experience, I will suggest your home's best listing price.
- I sell homes HIGHER than the market average because I list homes at the correct price from the start.
- As a top local agent, I know what pricing works in the area and what will not.

How the home shows

It is important to have your home show ready to create an emotional experience for all potential buyers, we accomplish this together by:

- Providing a "Home Staging Checklist" that will guide you on how to set the home up to get top dollar.
- Completing repairs that need to be done; We have many tools and resources at hand to provide.
- Making sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

Marketing

As a top producing agent in San Antonio, I have the track record and systems in-place to help you sell your home faster and for more money than the competition.

PROSPECTING daily for potential buyers, talking with neighbors, and our co-op agents and past clients.

MARKETING with COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING, OPEN HOUSES, and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition. This starts as soon as we begin to work together.

COMMUNICATING with you through each step of the process. I diligently share feedback from showings, follow up with agents after viewing the home, and call you weekly to discuss the progress from the previous week. You will also receive a weekly Seller's Update every Monday throughout the transaction. .

Additional Advantages of listing with Elevate

ENHANCED ONLINE EXPOSURE

I have a digital marketing strategy which provides maximum exposure for your home to be seen online. This includes Google Ads, Facebook Advertising, Instagram Promotions, & videos among other touch points. We have a system in place to make sure that your home is seen by all the buyers who are looking for a home just like yours!

PROFESSIONAL PHOTOGRAPHY PROVIDED

When looking online for properties, buyers decide in the first 3 seconds if they want to move forward with viewing your home. That's why professional photographs are critical. We hire professional real estate photographers to set up and give your home its own photo shoot, capturing its best features and making it attract maximum potential buyers.



BEFORE LISTING YOUR HOME



Listing Strategy

BEST TIME TO SELL

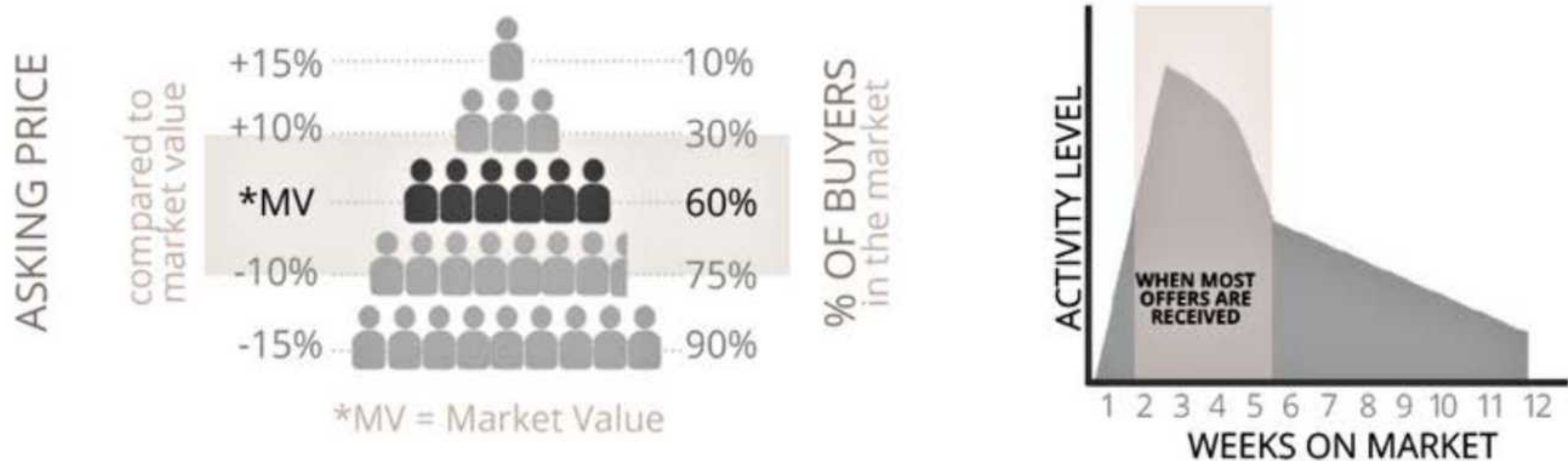
Ideally, the best time to sell a home is in the Spring, through Summer. However, fall season has shown to bring more serious inquiries. There are many other factors that come into play as well, such as the local market, tax incentives and how ready you are to sell. We will help you lay out a roadmap for the ideal selling timeline of your home.

PRICING STRATEGY

Using a targeted market analysis in your area, we will price your home competitively so that it will sell quickly and for the highest net return.

If your home is priced at fair market value, it will attract the largest number of qualified buyers in the first few weeks.

If a home is overpriced, it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are top notch and of the best quality to catch the buyer's attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and for top dollar. I include professional photography with one of the best in the business to ensure we get the best offer.

AGENT MARKETING

I am part of several large agent networks online and offline, locally, and globally. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as approximately 88% of residential sales involve real estate agents.

ADVERTISING & MARKETING

With over 150 homes sold in San Antonio, I have seen what works and what doesn't. I have a proven marketing strategy that is sure to get your home the exposure necessary to command the best offer. Your home will be featured & listed on the top home search sites, featured on social media, and syndicated to over 400 other sites!





LISTING YOUR HOME

Marketing your home

NETWORKING

We will position your home in front of our local, national, and global networks of agents who will have buyers for your home.

SIGNAGE

A sign will be placed in your yard and open house signs will be used prior to an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Not only will your home be featured in the local MLS, but it will also be featured on the major 3rd party real estate sites and syndicated to literally hundreds of other listing sites. Your home will also be featured on our company website and across social media.

EMAIL MARKETING

An email will be sent to our current buyer database and past clients who may know someone looking to buy or sell a home like yours. In addition, a new listing email alert will go out to my agent network of thousands of agents in the area.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These are for potential buyers to take with them to remember the key items and unique features of your home.

HOME PREPARATION

Prior to listing, I will conduct a walkthrough of your home. During this process, I take a video tour of the home in order for our on-staff professional interior designer to point out areas that we can improve to make it more marketable. Additionally, I include a professional cleaning from a trusted local partner, free of charge!

LOCKBOX

We use highly secure lockboxes which allow a buyer's agent to show your home once they have made a confirmed appointment. To obtain access to this system the agents have to obtain background checks. This allows your home to remain secure while having the greatest number of showings possible to reach your goal of selling.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. After a showing, we reach out to get feedback from the buyer agents. If no feedback is left, I will follow up with the agent requesting their feedback within 24 hours.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's most popular social sites which reaches thousands of potential buyers.



Showings

101

FLEXIBLE

Be as flexible and accommodating to the buyer's schedule as possible. We want to avoid having any missed opportunities.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces tidy.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods. Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person, and it may hinder a potential buyer's ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave on all lights before you leave for a showing.

TRASH

Empty trash cans every morning to avoid odors and so the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

VACATE

Having a seller present can make buyers feel awkward & rushed. We want to make the buyers imagining this being their home & stay a while.



Offers

PRICE IS JUST ONE OF MANY CONSIDERATIONS WHEN DECIDING WHICH OFFER IS BEST FOR YOUR HOME. HERE ARE SOME OF THE OTHER FACTORS THAT MATTER:



CONTINGENCIES

THE FEWER CONTINGENCIES ON AN OFFER THE BETTER. SHORTER TIME PERIODS ARE ALSO VALUABLE.



ALL CASH BUYER

A CASH OFFER IS USUALLY MORE APPEALING THAN A FINANCE OFFER AS THE SELLER DOESN'T NEED TO WORRY ABOUT THE BANK APPROVING THE LOAN.



PRE-APPROVAL

ASSURES HOME SELLERS THAT THE BUYER CAN GET THE LOAN THEY NEED.



LOAN TYPE

A CONVENTIONAL LOAN IS AFTER THE LEAST COMPLICATED. THIS IS AN APPEALING CHOICE FOR SELLERS. AN FHA LOAN CAN CAUSE DELAYS BECAUSE THEY REQUIRE CERTAIN REPAIRS AND APPROVALS.



CLOSING TIMELINE

YOU MIGHT NEED TO CLOSE QUICKLY TO MOVE ONTO THE NEXT ADVENTURE, OR YOU MAY NEED TO EXTEND CLOSING TO ALLOW TIME FOR THE NEXT HOME TO BE READY. CHOOSING THE OFFER WITH THE CLOSING TIME THAT FITS YOUR NEEDS WILL BE MOST ATTRACTED TO YOU.



CLOSING COSTS

SOMETIMES AN OFFER COMES IN HIGH, BUT THE BUYER ASKED YOU TO PAY A PERCENTAGE OF THE BUYERS CLOSING COSTS.



REPAIR REQUEST

IF THE HOME NEEDS SOME REPAIRS, BUT YOU DON'T HAVE THE TIME OR MONEY TO DO SO, A BUYER WHO IS WILLING TO DO THEM FOR YOU MIGHT BE WHAT YOU NEED.



OFFER PRICE

OF COURSE, PRICE MATTERS TOO! IF A HIGH OFFER WILL COST YOU MORE AND CLOSING COST, REPAIRS, OR OTHER FACTORS - THEN IT PROBABLY WON'T BE THE BETTER OFFER.



NEGOTIATIONS

After an offer is submitted

WE CAN:

- **ACCEPT THE OFFER**
- **DECLINE THE OFFER.** If the offer isn't close enough to your expectation and there is no need to further negotiate.
- **COUNTER OFFER.** A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- **ACCEPT THE COUNTER-OFFER**
- **DECLINE THE COUNTER-OFFER**
- **COUNTER THE OFFER**

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away. For a successful negotiation, disclose everything, ask questions and be prepared to meet halfway on costs.

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

home

INSPECTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

WHAT IS THE INSPECTION TIME-FRAME

- Status changes to "Active Option" (Option Period): this is the timeframe that the buyer gets inspection & any repairs get negotiated.
- Standard option period is \$10 per day for 10 days (\$100) that goes to the seller & is nonrefundable if the buyer backs out.

WHAT ARE THE COSTS?

- No cost to the seller. The buyer will choose and purchase the inspection performed by the inspector of their choice.

WHAT ARE THE POSSIBLE OUTCOMES?

Inspections and potential repairs are usually one of the top reasons a sale does not close. Common problems include foundation, electrical, plumbing, pests, structural and mold. You can agree to make the repairs, negotiate, or give the buyer a credit at closing for the cost of the repairs.

AFTER AN INSPECTION:

- BUYER CAN ACCEPT AS IS
- BUYER CAN OFFER TO RENEGOTIATE
- BUYER CAN CANCEL CONTRACT



home APPRAISAL

If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can begin!

APPRAISAL COMES IN BELOW SALE PRICE

Renegotiate the sale price with the buyer
Renegotiate with the buyer to cover the difference
Cancel and re-list
Consider an alternative all-cash offer



costs to expect

No one enjoys unexpected negative financial surprises, and that's why we pride ourselves in communication about what numbers are most important for you and your family. This is an investment, and we want the numbers to make sense for YOU before you decide to list. Normal costs for sellers are estimated to be 7-8% of the selling price. This may include fees to get the home sold such as Title, taxes, HOA, attorney review, commissions, home warranties, & repairs. We provide an *ESTIMATED Net Sellers Sheet (NSS)* So you have an idea what the numbers may look like from the beginning.

HOA DOCUMENT FEES (\$150- \$950)

If your home is a part of a Homeowners Association, Title will be ordering the HOA documents on your behalf to provide to the buyer. This often requires an upfront fee, which is determined by each individual HOA Board. You will need to be prepared to provide a check or credit card to the HOA, so that Title is able to order the documents in a timely manner.

These HOA docs can take 72hrs-10 days to receive once ordered, so it is important to provide your payment information right away as these docs are part of your disclosures to the buyers due within the time period on the contract.

REPAIR FEES (VARIES)

Almost every transaction has a request for repairs. Repairs requested from buyers can vary and have a broad range of cost depending on what is requested. With that said, there may be some health or safety items that pop up that you'll want to complete to show good faith to your buyer. We can provide you with a list of reasonable vendors that can help complete the necessary repairs. Some may even offer to let you pay at closing from proceeds instead of upfront.

Typically, if you intend on leaving a fridge, washer/dryer, water softener etc., we try to reserve these as a negotiation tool.

We may be able to negotiate a credit to the buyers in lieu of repairs as well.



CLOSING THE SALE

what to expect

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of commission
- Sellers, if there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at county courthouse
- Post-closing agreement, if seller will need to rent back home for specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

YOUR COSTS

Seller's commonly pay:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts



FINAL STEPS FOR SELLERS



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums



CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



CHANGE ADDRESS

Let everyone know your new address. Submit a change of address form to the post office.



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.



DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

And sure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.



INCIDENTALS

Leave all house keys, remotes, gate keys, pull keys, and mailbox keys in a drawer in the kitchen.



FLOORS

Vacuum and sweep floors one more time



LOCK UP

Ensure all blinds are closed, and lock the windows and doors. Place any remaining house or community keys and garage opener's in the kitchen.

CLIENT Testimonials

★★★★★ 5 star ratings

Elevate Realty Team

Website

Save

5.0 ★★★★★ 26 Google reviews



Jeanine Kohl
Local Guide · 16 reviews · 4 photos

★★★★★ Jul 2, 2023

This is your sign to stop your search for the best realty group in San Antonio! Candice and her team are so knowledgeable and passionate about finding you the perfect home for your needs. She isn't afraid to point out red flags and tell you her honest opinion and I found that to be very refreshing and real. Even after buying a home, she would send out extremely helpful emails about being a homeowner and what you should look for and any great tax exemptions and things I wouldn't have ever known about otherwise. And on the flip side, when you're ready to sell, her team covers everything from top to bottom. She breaks down the timeline, and makes sure all costs and estimates are made up front. Her video tours of your home turn out dynamic and so inviting. Topping all of this off, Elevate Realty Team are just the nicest people you'll ever have the pleasure of meeting. I highly recommend using them for all your home buying/selling needs.



Nadia White
13 reviews · 0 photos

★★★★★ 18 weeks ago

Candice was amazing through out the whole process of our home buying beyond for us. 10/10 recommend.

★★★★★ 5 months ago

Positive: Professionalism, Quality, Responsiveness, Value

Candice is amazing! Not only is she the sweetest person, she's knowledgeable, patient and able to ensure you're being taken care of! I would 100% recommend.



Jennifer Perez
1 review · 0 photos

★★★★★ Jul 19, 2023

Candice Clark is hands down one of the best realtors I have had the pleasure of working with. Her professionalism and ability to be an all-encompassing resource (From therapy sessions regarding the stress of selling a home, to walking through the process and thought she had.) Candice is not only knowledgeable regarding real estate, she also protects her clients. Candice was willing to do negotiations for us and got us with the best deal even when we were ready to just say yes, and not only that, I highly recommend Candice for any of your home selling needs!



Joanna
2 reviews

★★★★★ 5 months ago

Positive: Professionalism, Quality, Responsiveness, Value

Candice is the definition of Professionalism. She was incredibly knowledgeable of real estate in every way. Candice was incredible in assisting with the sale of our home.

Brittney Mitchell
4 reviews

★★★★★ 5 months ago

Positive: Professionalism, Quality, Responsiveness, Value

Candice is an amazing realtor. She goes above and beyond for all her clients. If she doesn't have the answer, she will exhaust all options to finding it. She is honest, caring, respectful & reliable. I couldn't recommend a better person to work with.

Molly Meeks
Local Guide · 17 reviews · 10 photos

★★★★★ 5 months ago

Positive: Professionalism, Quality, Responsiveness, Value

Candice was amazing at helping us find and purchase our home. She was incredibly knowledgeable and made sure to update us about everything going on. She's very knowledgeable and we were able to trust her to do video walk ... More

THANK YOU FOR
choosing us



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