



# HOME SELLING GUIDE

# WELCOME LETTER

First and foremost—thank you for considering Ruthardt Real Estate Group. Selling a home is a big decision, and whether you're moving across town or across the country, our team is here to make the process as smooth, strategic, and successful as possible.

At RREG, we don't believe in cookie-cutter service. Every home, client, and situation is different—which is why we take time to understand your goals and tailor a plan that aligns with your timeline, financial needs, and overall vision.

We're not just real estate agents—we're advisors, negotiators, marketers, and problem-solvers. And because we're also investors, we bring an added layer of insight that allows us to approach your home sale with precision and creativity. From high-impact marketing to expert pricing strategies and clear communication, we handle every detail with care.

Our goal is simple: to help you sell with confidence, clarity, and results you can feel great about.

This guide is designed to walk you through our process and show you what to expect at every stage. If at any point you have questions, concerns, or just want to talk things through—we're only a phone call away.

Thank you again for the opportunity to serve you. We're honored to be a part of this chapter and can't wait to help you move forward.



**CADE RUTHARDT**

Team Lead | Investor | Realtor®



An aerial photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. In the foreground, a wide river flows, with a large bridge spanning across it. Several small boats are visible on the water. The city skyline is composed of numerous high-rise buildings, some of which are under construction, as indicated by a crane. The overall scene conveys a sense of urban development and progress.

**YOUR  
FUTURE  
STARTS  
HERE**



# ABOUT OUR TEAM

At Ruthardt Real Estate Group, we recognize that each client's real estate journey is unique. Our approach goes beyond the conventional agent, offering tailored solutions that align with your specific needs.

Whether you're seeking a premium sale price through traditional listings or a swift transaction without market complexities, we've got you covered.

We're not just agents; we're also investors. This dual role allows us to bring a fresh perspective to real estate transactions. With a foundation in sales, marketing, and brand management, we navigate the competitive Texas market with finesse. Our commitment extends to achieving results that elevate your experience.

## Traditional Listings Vs Cash Offers

Understanding the nuances between traditional listings and cash offers is pivotal in real estate decisions. Traditional listings involve marketing the property, showcasing it to potential buyers, and often waiting for the best offer, which can maximize the sale price but also requires more time and patience.

On the other hand, cash offers present a quicker alternative, ideal for clients seeking immediacy and convenience. With cash offers, the sale process is expedited, bypassing many of the typical selling steps, and often reducing the closing timeline significantly. At Ruthardt Real Estate Group, we empower our clients with both options, providing the flexibility to choose the path that best suits their timeline and financial goals.



# ABOUT REAL BROKER

Real Broker, LLC is a rapidly growing, cloud-based real estate brokerage that leverages cutting-edge technology to enhance the experiences of agents, home buyers, and sellers. Operating across 47 U.S. states, the District of Columbia, and Canada, Real is committed to simplifying the complexities of real estate transactions through its innovative digital platform. By integrating best-in-class technology with the trusted guidance of experienced agents, Real aims to revolutionize the residential real estate industry.

Ruthardt Real Estate Group, led by Cade Ruthardt, specializes in residential, commercial, and investment properties throughout Texas. Originally established in the Texas Panhandle, the group expanded its operations to San Marcos, focusing on serving buyers, sellers, and investors in this dynamic region. The team's dedication to providing exceptional service and leveraging innovative solutions aligns seamlessly with Real Broker's mission and technological approach.

The decision to partner with Real Broker was driven by the brokerage's emphasis on technology, agent support, and a forward-thinking business model. Real's cloud-based platform offers Ruthardt Real Estate Group the flexibility and tools necessary to enhance client interactions and streamline transactions. Additionally, Real's commitment to agent development and its collaborative network provide valuable resources that empower the team to deliver superior service and achieve sustained growth in the competitive Texas real estate market.

real

**"We" are bigger  
than "me".**

Together, we move further and faster toward groundbreaking change in how people buy and sell homes.

real

**Work hard.  
Be kind.**

Kindness is a superpower and the fuel that keeps us growing. We stand together in service of our vision and each other.

real

**Tech x  
Humanity**

The technology we build serves a bigger purpose - to make the entire real estate experience better for agents and consumers

# WHY SELLERS WORK WITH US

At the Ruthardt Real Estate Group, we pride ourselves on offering a unique blend of expertise that combines the best of both worlds: realtors and investors. As you consider selling your property, allow us to highlight the advantages of working with our team:

**Dual Perspective:** Our team understands both the selling and buying sides of real estate transactions. This comprehensive approach allows us to market your property effectively while also anticipating the needs and preferences of potential buyers.

**Investor Insights:** With our extensive investing experience, we know exactly what investors look for in a property. This knowledge enables us to target the right buyers, whether they're individual homebuyers or seasoned investors.

**Network:** Our network is vast and diverse. We connect with individual buyers, investors, and industry professionals, ensuring maximum exposure for your property. More eyes on your listing mean quicker results.

**Creative Solutions:** We understand that every sale is different, which is why we offer more than just traditional options. In some cases, we can explore alternative strategies like owner financing or lease-to-own arrangements. These flexible solutions can help attract a broader range of qualified buyers and create a win-win outcome.

**Accurate Pricing:** With our experience as both real estate professionals and investors, we're skilled at pricing homes strategically based on real-time market conditions. Our goal is to position your property to attract serious buyers while maximizing your return.

**Effective Marketing:** We know how to showcase a property's potential. Our marketing strategies attract not only traditional buyers but also investors who recognize value.

**Negotiation Skills:** Our dual role gives us an edge in negotiations. We can secure the best possible terms for you, backed by a deep understanding of both sides of the transaction.



# OUR VALUES



## INTEGRITY

We do the right thing, even when no one's watching. Honesty and transparency are at the heart of every conversation, contract, and commitment. Our clients trust us because we tell it like it is—no fluff, no hidden agendas.



## COMMUNICATION

Clear, timely communication is non-negotiable. We keep you informed every step of the way, breaking down the process so you always know what to expect—and what's next.



## SERVICE

We're in the business of helping people. That means listening first, guiding with care, and showing up with solutions. Your goals become our mission, and we work tirelessly to help you reach them.



## EXPERTISE

We are committed to mastering our craft. Through ongoing education, local market research, and hands-on experience, we stay sharp so we can provide the best advice, strategies, and results possible.



## GROWTH

We believe in pushing forward. That applies to our business, our clients, and ourselves. Every transaction is an opportunity to learn, evolve, and build something meaningful—for today and for the future.



## RELATIONSHIPS

We're not here for the quick deal—we're here for the long haul. From the first appointment to years after closing, we aim to be your go-to resource, guide, and advocate in all things real estate.



# TRADITIONAL LISTING

A modern dining room interior featuring a dark-stained wooden table and a matching bench. The table is set with a glass vase of purple and green hydrangeas, a glass pitcher, and some plates. A large potted plant with green leaves and purple flowers stands to the right of the table. In the background, there are large windows with dark frames and a wooden frame. The floor is made of light-colored wood planks. The text "TRADITIONAL LISTING" is overlaid in large, white, bold, sans-serif capital letters.



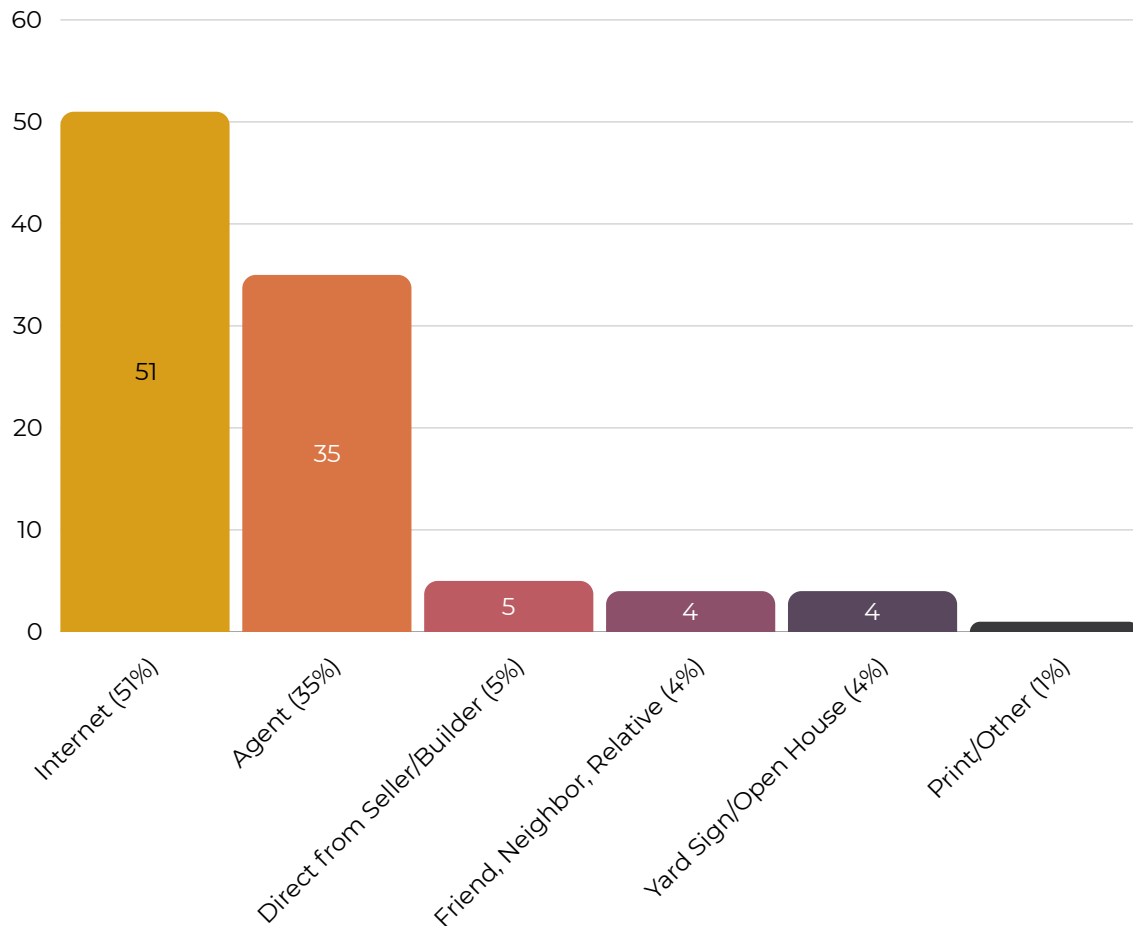
# MARKETING TOUCHPOINTS

At Ruthardt Real Estate Group, our marketing approach is built to give your home maximum exposure across every relevant platform. Below is an overview of the touchpoints we use to drive traffic, attract qualified buyers, and secure strong offers.

- **Signage** – High-visibility branded signs placed on the property.
- **Professional Photography, Video Tours & Virtual Walkthroughs** – Stunning visuals to showcase your home across platforms.
- **Internet Marketing & Listing Syndication** – Distributed to 250+ real estate websites including Zillow, Redfin, and Realtor.com.
- **Staging & Design Consultation** – We connect you with trusted professionals to enhance presentation.
- **Print Materials** – Custom-designed flyers, brochures, and postcards for showings and local outreach.
- **Neighborhood Prospecting & Local Outreach** – Targeted engagement with nearby homeowners and potential buyers.
- **Agent Outreach & Reverse Prospecting** – Direct outreach to buyer agents already working with qualified clients.
- **Property Website** – A dedicated landing page with professional media and property details.
- **Social Media Syndication** – Targeted ad campaigns across Facebook, Instagram, and more.
- **Email Campaigns** – Strategic blasts to our buyer database and top local agents.
- **Open Houses & Private Showings** – Scheduled opportunities for buyers to experience the property.
- **Broker Announcements** – Exposure through internal networks and real estate brokerages.
- **MLS Exposure** – Listed on the MLS to reach agents and buyers across the United States.
- **Phone Outreach & Follow-Up** – Personal follow-up with agents and interested buyers.
- **Featured Placement on Real Estate Platforms** – Boosted visibility where buyers are searching most.



# HOME BUYING TODAY



Where are home buyers today finding their homes?

In 2023, 86% of buyers purchased their home through a real estate agent or broker, up from 69% in 2001, showing a steady increase in the value buyers place on professional representation.

<https://www.nar.realtor/research-and-statistics/>



# FIRST STEPS TAKEN BY HOME BUYERS

ALL BUYERS	%
Looked online for properties for sale	41%
Contacted a real estate agent	19%
Looked online for information about the home buying process	11%
Contacted a bank or mortgage lender	10%
Drove by homes and neighborhoods	5%
Attended an open house	2%

GENERATION	% OF BUYERS	MOST COMMON FIRST STEP
Gen Z (18-32)	22%	Looked online for properties
Millennials (33-42)	25%	Looked online for properties
Gen X (43-57)	24%	Contacted a real estate agent
Boomers & Silent Gen (58+)	29%	Contacted a real estate agent

Sources: NAR Home Buyer and Seller Generational Trends Report 2023 Profile of Home Buyers and Sellers





# MARKETING TOOLS

## SIGNAGE

With the reputation of the Ruthardt Real Estate Group, you'll gain higher visibility. Each listing will have an easy to see RREG sign on the property.

## PHOTOGRAPHY | VIDEO TOURS | VIRTUAL TOURS

We'll showcase the best features of your home with high quality, professional photography, and a one-of-a kind virtual tour. These tools gain exposure and allow the maximum number of potential buyers to preview your home before a personal showing.

## INTERNET MARKETING

We have an extensive web presence where every listing is posted. Each listing includes still photos and our virtual tour. There are also several points of interest to educate and inform people whether they are from the area or relocating. All of our listings are posted on every major internet source.

## PRINT MATERIALS

Once your property is listed, we take the professional photos and create a detailed and tasteful brochure. These remain in your home for every potential buyer to take with them after the showing.

## NEIGHBORHOOD PROSPECTING

We conduct targeted outreach to the local neighborhood and prospects in the vicinity. Our goal is to identify potential buyers who may be interested in moving to the area.

## AGENT OUTREACH

After your property is listed, we engage in reverse prospecting within the MLS. This involves identifying and reaching out to other real estate agents who represent buyers with criteria that closely align with the features of your home.



# WEBSITE SYNDICATION

Internet buyers today start their home search from the convenience of their home. Therefore, we meet them where they are shopping. Our listings are syndicated to over 250 of the top real estate search websites. This provides you with maximum exposure and the opportunity to showcase your home to the current buyers from wherever they are shopping.



## Some familiar websites include

Zillow	Loopnet	Compass
Trulia	HomeFinder	ZipRealty
Realtor.com	Xome	RealtyTrac
Homes.com	RE/MAX	Sotheby's International
Redfin	Coldwell Banker	Century 21
Hotpads	Keller Williams Realty	MLS.com
Curbed	Movoto	Better Homes & Gardens



# PROFESSIONAL PHOTOGRAPHY

We take pride in marketing your property in the best ways possible. This includes professional photography. Our photographers are trained to capture the true aesthetics of real estate and architecture.

**BEFORE**



**AFTER**

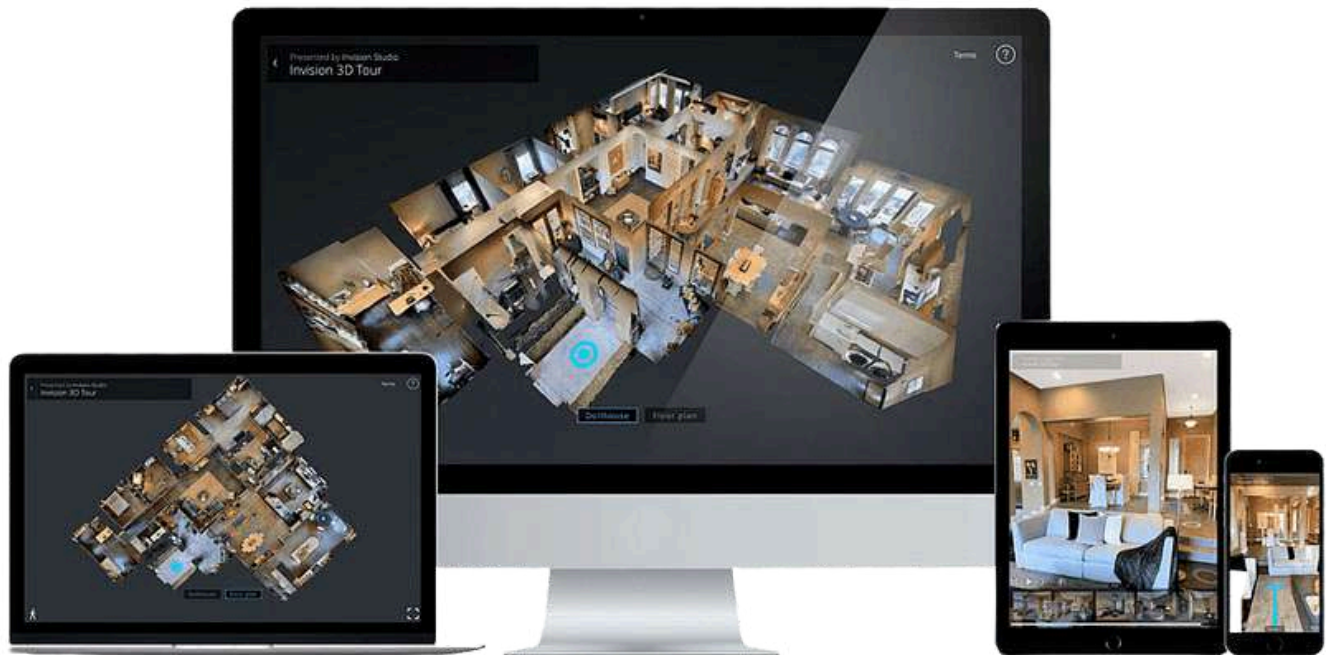




# VIRTUAL SHOWINGS

Ruthardt Real Estate Group strives to stay ahead of the curve in real estate, videos and virtual showings are an effective tool to display your properties and neighborhoods. No matter what is going on in the world, we work to ensure that your property is shown with the accuracy and excellence that it deserves.

We use this marketing strategy to increase offers and requests to look at your properties. These tools and videos help consumers visualize a property, making it more relatable; this, in turn, increases sales.



# STAGING AND DESIGN

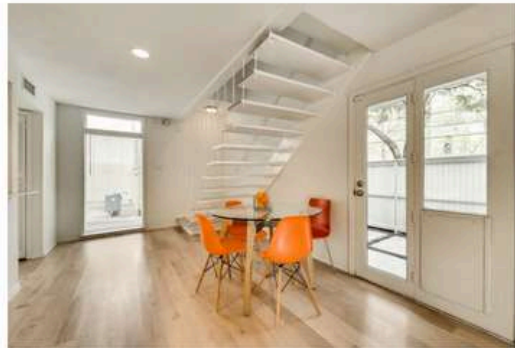
Staging can make it easier for a buyer to visualize themselves in a home.

Commonly, we recommend staging the living room, kitchen, master bedroom, and dining room. It is proven that staging can decrease the time your home takes to sell and increase the price of offers.

**BEFORE**



**AFTER**



# SELLING PROCESS

## 1. PRE-LISTING

The first step to a successful listing on the market is to conduct our pre-listing appointment. During this time, we will evaluate the home and take note of opportunities available for the best presentation possible. We will evaluate the home's current condition and compare it with other listings on the market to ensure that your home presents a competitive edge against the market.

We will also gather measurements, schedule photography, order staging, and handle all necessary documents needed to meet our listing deadlines.

## 2. LISTING

Your signed listing agreement with Ruthardt Real Estate Group will enable us to begin marketing your property. Once all pre-listing steps are completed and everything is gathered. We will deliver the listing packets to the home before the home hits the market.

During this time we will be following our pre-determined marketing schedule for your listing. The home will be shown to agents and clients and feedback will be gathered following the showings.

We will actively work to have your property under contract in the quickest amount of time possible.

## 3. UNDER CONTRACT

Once an offer is received and accepted by all parties, your home will go under contract. We will assist and facilitate all negotiations to lead to a win-win situation. During this time, the buyers will have an option period that will allow them to conduct their necessary inspections on your home. Our marketing efforts will continue just in case something falls through during the option period.

It is customary for the buyers of your home to perform an earnest and option money deposit and also acknowledge the receipt of the Sellers Disclosure and any other documents provided to them.





# SELLING PROCESS (CONT.)

## 4. PENDING

After the Option Period expires, we will move into the Pending stages.

If financing is requested of the buyer, they will be going through the process of securing their loan during this time. As a seller, you should be prepared to cooperate with any documents needed by you during this time. You will be working alongside us, as your agents, and the title company. The title company is the 3rd party that will facilitate the sale and the transfer of title from one owner to the next.

If there are repairs that are agreed upon with the buyers, they should be completed during this time.

## 5. CLOSING

Closing the home is the last step in the process. Once the buyer's loan (if any) has been approved, we will schedule a closing time for you to sign your closing documents

Prior to closing, we will provide recommendations to assist in

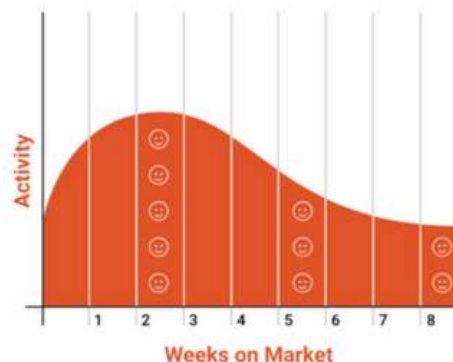
- Utility Transfer from one owner to the next
- Moving your personal belongings
- Make-ready cleaning services for the new owners
- Packing and shipping of cars, boats, pets, etc.

You will receive a closing statement that will outline the debits and credits involved in the sale from the buyer and seller.

# PRICING STRATEGY

When you put your home up for sale, one of the best ways to determine the asking price is to look at comparable sales. There's rarely a perfect apples-to-apples comparison, so a pricing decision often relies on comparisons to several recent sales in the area. Here are five criteria to look for in a sales comparison.

- **Location:** Homes in the same neighborhood typically follow the same market trends. Comparing your home to another in the same neighborhood is a good start, but comparing it to homes on the same street or block is even better.
- **Date of sale:** It varies by location, but housing markets can see a ton of fluctuation in a short time period. It's best to use the most recent sales data available.
- **Home build:** Look for homes with similar architectural styles, numbers of bathrooms and bedrooms, square footage, and other basics.
- **Features and upgrades:** Remodeled bathrooms and kitchens can raise a home's price, and so can less flashy upgrades like a new roof or HVAC system. Be sure to look for similar bells and whistles.
- **Sale types:** Homes that are sold as short sales or foreclosures are often in distress or sold at a lower price than they'd receive from a more typical sale. These homes are not as useful for comparisons.



# CASH OFFERS



# WHY TAKE A CASH OFFER?

## **Speed and Convenience:**

- Cash transactions typically close faster than traditional sales involving mortgages. Investors often have the funds readily available, allowing for a quick closing process.
- If you need to sell your home urgently due to relocation, financial constraints, or other reasons, selling to an investor can be a convenient solution.

## **As-Is Sale:**

- Investors are usually willing to purchase properties in their current condition. You won't need to invest time or money in repairs, staging, or cosmetic improvements.
- This can be especially beneficial if your home requires significant repairs or updates that you'd rather not undertake.

## **Avoiding Fees and Commissions:**

- When you sell to an investor, you can bypass real estate agent commissions and other transaction fees. This can save you a substantial amount of money.
- Traditional home sales involve agent commissions (usually around 5-6% of the sale price), closing costs, and other expenses. With an investor, these costs are minimized.

## **Certainty of Sale:**

- Selling to an investor eliminates the uncertainty associated with listing your home on the market. There's no need to worry about potential buyers backing out or financing falling through.
- Investors are committed buyers, and once an agreement is reached, the sale is more likely to proceed smoothly.

## **Flexible Terms:**

- Investors can offer flexible terms, such as lease-back options or extended closing dates. If you need time to find a new place to live or transition to your next property, an investor may accommodate your needs.
- Discuss your preferences with the investor to tailor the terms to your situation





# CASH OFFER PROCESS

## 1. INITIAL CONSULTATION

We'll schedule a quick call or home visit to learn about your goals, timeline, and property condition. No pressure—just real answers from experienced professionals who also invest in real estate.

## 2. PROPERTY REVIEW

We'll review your property's condition, location, and features alongside current market activity. Our investor experience allows us to quickly determine what a competitive, fair cash offer could look like based on similar properties and investor demand.

## 3. RECEIVE A CASH OFFER

Within 24–48 hours, we'll present a clear, no-obligation cash offer. We walk you through the numbers so you can decide if it's right for you—no surprises, no hidden fees.

## 4. CHOOSE YOUR TIMELINE

Need to close in 7 days? Need a lease-back for a month while you transition to your next home? We offer flexible terms designed around your needs.

## 5. CLOSE WITH CONFIDENCE

Once you accept, we'll coordinate the paperwork and work with a trusted local title company to get it closed—no showings, no repairs, no commissions.

### DISCLAIMER:

Ruthardt Real Estate Group, LLC is a licensed real estate entity operating under Real Broker, LLC and adheres to all rules and ethical standards set forth by the Texas Real Estate Commission (TREC). We operate with honesty, transparency, and a fiduciary duty to our clients in all transactions. Cash offers facilitated by our team are typically made by third-party investor clients and, in some cases, may come directly from Ruthardt Real Estate Group, LLC, its agents, or affiliated investment entities. As licensed agents who are also real estate investors, we will always disclose any personal interest in a transaction.

Clients should understand that cash offers are generally below full market value in exchange for the convenience, speed, and as-is nature of the sale. All terms of a real estate transaction—including price, closing timeline, and possession—are negotiable between the parties. This information is provided for general guidance only and does not constitute a binding agreement or legal advice. Clients are encouraged to seek independent legal and/or financial counsel before entering into any real estate agreement.





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