

SOLED

a home seller's guide



*Ava
Resnick*
REALTOR





the
PROCESS

THE HOME SELLING

Process

STEP 1 MEET WITH YOUR AGENT

- Discuss your needs
- Research CMAs
- Set a competitive list price

STEP 2 PREPARE TO LIST

- Deep clean & declutter
- Make needed repairs
- Focus on curb appeal
- Stage home

STEP 3 IMAGERY

- Professional photo session
- Professional video session
- Professional drone session

STEP 4 MARKETING

- Online marketing
- Social media
- Signage
- Flyers

STEP 5 SHOWINGS

- Ensure home is ready for showings
- Receive feedback from agents
- Schedule open houses

STEP 6 RECEIVE AN OFFER

- Each offer is presented and we will discuss the benefits & risks of each offer

STEP 7 NEGOTIATE

- Most offers require negotiating either before or after inspections. I will negotiate on your behalf.
- You can accept, counter, or deny an offer

STEP 8 INSPECTIONS & APPRAISAL

- I will work with the buyer's agent to coordinate and schedule an inspection & appraisal. These are both ordered by the buyer

STEP 9 REPAIRS

- Likely some small repairs will need to be made after inspections.
- Review my list of recommended vendors if needed

STEP 10 CLEAR TITLE

- Work with Title to clear up and issues on the commitment
- Make sure it is presented to the other party on time, per the contract

STEP 11 CLOSING

- Final walk-through
- Sign closing documents



BEFORE

listing



preparing TO LIST

MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

1 EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences

2 INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

3 FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door

A LASTING

image



PROFESSIONAL REAL ESTATE

photography



professional

VIDEOGRAPHY



aerial

PHOTOGRAPHY

virtual

TOURS

quality photos enjoy
118%
more online views

professionally shot listings
can sell for up to
19K MORE

potential buyers look at
professionally shot photos
10 TIMES
longer than non professional photos



MARKETING *plan*

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, 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 be featured on our company website, and social media.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. 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 help potential buyers remember the key items and unique features of your home.

LOCKBOXES

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

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. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

maximum EXPOSURE

Get Featured

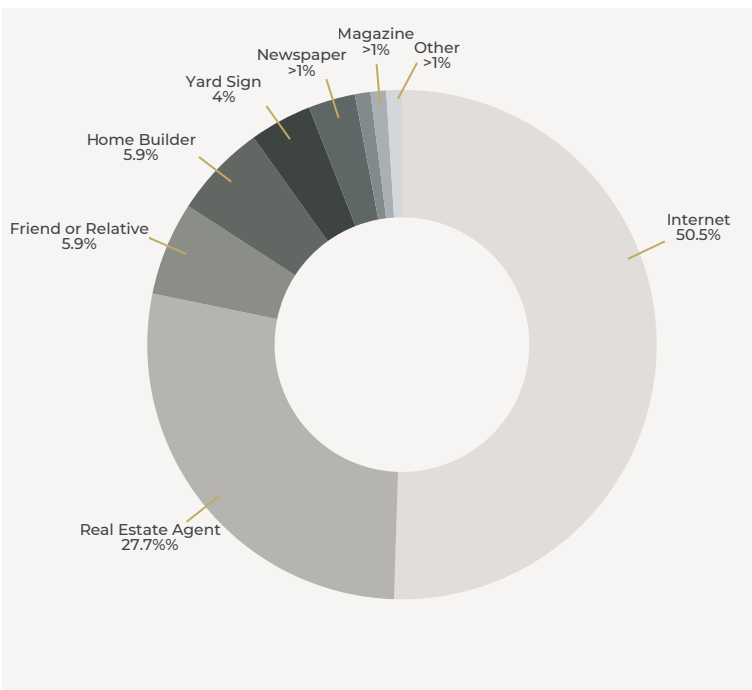
I will feature your home on the top home search sites, and on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!



WHERE DO BUYERS

find their home





Commission BREAKDOWN

Commission structure has changed and it is a game changer for sellers!

The buyers agent will present their requested commission as part of their clients offer. Which leaves the ball in your court on how you would like to negotiate.

Commissions have always been negotiable and will continue to be. Commission to the buyers agent have typically been on the MLS, as of 2024, they are no longer posted publicly.

MY Commission

I will have my negotiated commission fee in the listing agreement.

The buyers agent commission will be listed in their clients offer.

BENEFITS OF PAYING BUYER AGENT COMMISSIONS

- LESS TIME ON THE MARKET
- MORE POTENTIAL BUYER TRAFFIC
- THE BUYERS WILL BE MORE LIKELY TO OFFER ON YOUR PROPERTY
- LESS TIME ON THE MARKET MEANS LESS MONTHLY EXPENSES OUT OF YOUR POCKET
- YOU AREN'T FOCUSED ON ATTRACTING BUYERS AGENTS (BECAUSE THE COMMISSIONS WON'T BE POSTED ON THE MLS) SO YOU ARE FOCUSED ON ATTRACTING THE ACTUAL BUYER TO THE PROPERTY

recommended

RESOURCES

GENERAL CONTRACTOR

RESNICK GENERAL CONTRACTORS
225-571-6953

HOUSE CLEANING

FELIPA SALGADO
832-630-3357

HVAC SERVICE

DARYL'S A/C
832-277-8944

CARPET CLEANING

ELITE GREEN TEAM- CHEM DRY
346-217-9105

FENCE REPAIR

BLACKROCK FENCE
713-705-2363

INTERIOR DESIGN

MELINDA LYTLE INTERIOR DESIGN
346-317-5308

POWER WASHING

WILL DECUIR
281-508-8356



CLIENT testimonials

"Ava went above and beyond with the sale of this house. There were so many obstacles, one after another. If it wasn't for her hard work and determination i wouldn't even know where to begin and maybe given up on selling. She is always on point throughout the entire process!!! Thanks Ava for all the hard work and effort you put in to make this sale. "

"I cannot express how truly impressed I was with Ava's service in selling my mom's home. She went above and beyond each step of the way. Ava was very professional and proactive throughout the process. I would definitely recommend Ava to anyone in the market buying or selling a home. She made the process much less stressful than it could have been and I am truly appreciative of all of her efforts."

"Ava did a very good job on a sale that was very unique. We had 5 contracts in 45 day, the first 4 canceled for various reasons without ever going to appraisal. Ava did a great job pushing through what turned into a frustrating process."

"Ava was such a pleasure to work with! She made the entire process smooth and effortless as we sold our home. She found us a rental in our preferred area and price range."

"Ava Resnick is fantastic! This is my 3rd time using her. She's prompt, professional and extremely knowledgeable about the entire process. I would recommend her to my family, friends or anyone looking for an agent!"

"Ava is by far the best realtor Ive ever had the opportunity to work with. She is devoted, hard working, and honest. Ava has earned my respect and repeat business I will call on her for all future home transactions. If she's allowed to read this I want to tell her great job and thanks."

"Ava is fantastic! I was in a really complicated situation where I was trying to sell my late uncle's home from while I was living in another state. I didn't have any information on what to do or how to do it. But that's when I met Ava. She was incredible every step of the way. She knew the area's housing market. She understood what we needed to be fixed inside the home and got that remodeling done in a snap. And she walked me through the entire sale and kept an eye on the house the whole time. I really can't express how grateful I am to Ava for everything she did for me and my family."



SELLER REVIEWS

ABOUT

me



Ava Resnick grew up in Baton Rouge, LA and attend Louisiana State University. Ava moved to Texas in 2008 with her husband and three children where she owned and operated a successful business.

Ava began her Real Estate journey in 2019 and has been successfully helping her clients and friends find their dream homes, investment properties, second homes, rentals, and much more!

Her clients are always a priority, and she makes sure they feel like family. Ava and her family have enjoyed making Texas their home and embracing Southeast Texas! When Ava is away from the office, she enjoys being chair of Friendswood Mustang Booster Club and is involved in highschool Cheer and Baseball activities as well as traveling and spending time with her friends and family.

If you are ready to make a move, Ava understands the fast moving market and strategies it takes for a seamless transition from one home to another. With a great full support team behind her, you are guaranteed a smooth and rewarding experience with her.

Ava specializes in the Greater Houston Area but focuses on League City, Friendswood, Pearland, Clearlake, Seabrook, Kemah and the Galveston area.

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REALTOR®