

# HOME SELLERS *Guide*



A GUIDE TO EASY HOME SELLING!



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## Strategic Pricing for Maximum Exposure

- We begin with a data-driven Comparative Market Analysis (CMA) to position your home competitively based on recent sales, active listings, and market trends — including new construction activity in your area.

Goal: Capture buyer attention early and drive strong offers.

## Marketing That Commands Results

- Your home deserves more than just an MLS entry.
- We deploy a full marketing strategy including email blasts
- Professional photography
- Social media exposure
- Reverse Prospecting
- High-visibility MLS and third-party site syndication
- Optional open houses and exclusive broker previews

Goal: Create maximum visibility with minimal days on market.

## Traditional Sale or Off-Market Option

Depending on your goals, you have two options:

### 1. Traditional MLS Listing

- Usually yields a higher net profit even if the home needs work
- Full marketing campaign
- Buyer showings, inspections, and agent negotiations
- Seller chooses whether to offer buyer agent compensation (as per 2024 industry changes)
- Standard closing timelines and terms - can still be sold as-is if listed on market.

### 2. Off-Market Investor Sale

- Usually lower bottom line for sellers
- Sell directly to our network of investors
- No repairs, commissions, or closing costs
- Typically quick cash closings
- Ideal for properties needing work, urgent timelines, or sellers seeking discretion

## Transparent Representation (2025 Updates)

Per updated real estate regulations:

- All services require a written representation agency agreement
- Sellers now decide whether to offer buyer agent compensation or not
- Expect upfront commission transparency and fully documented terms

## From Contract to Close

Whether on-market or off, we'll manage the entire transaction — from buyer inquires, offer review and negotiation to title, inspection, and final closing coordination — ensuring a seamless, informed, and low-stress experience.

# Buying and Selling at the Same Time: Smart, Coordinated Strategies

Navigating a purchase and sale simultaneously requires careful planning, timing, and strong representation. Whether you're upsizing, downsizing, or relocating, we offer tailored solutions based on your financial comfort and market conditions.

## Option 1: List First, Buy Contingent on Sale

Ideal if your equity is needed for the next purchase.

- We list your home with strategic pricing and full marketing.
- You make offers on new homes contingent on the successful sale of your current home.

Reduces financial risk, but limits competitiveness in low-inventory markets.

## Option 2: Buy First, Then Sell

- Best for those with flexible finances or access to bridge funding.
- Secure your next home before listing your current one.
- Avoid temporary housing or storage.

Requires approval for two mortgages, or alternative financing such as a bridge loan or home equity line of credit.

## Option 3: Simultaneous Close

- Both transactions close on the same day or within a few days of each other.
- Requires strong coordination between agents, lenders, and title companies.
- We ensure contingencies, timelines, and funding are aligned to minimize disruption.

## Option 4: Rent-Back or Temporary Housing

- If you sell before you buy, we may negotiate a rent-back period so you can stay in your home post-closing.
- Gives you time to shop without pressure.
- Can be part of the negotiation strategy with buyers willing to offer flexibility.

## Strategy First, Search Second

Before listing or buying, we'll map out the right strategy based on your financials, risk tolerance, and timing goals. With the right structure, you can move confidently without the stress of misaligned closings or temporary moves.

## Let's Choose the Right Path for You

Whether you're seeking top dollar on the open market or a private, as-is sale with zero fees, we'll tailor the approach that fits your timeline, property, and goals. Let's connect and craft your personalized selling strategy.