



real

SURY ROMERO
REALTOR®

THE EDUCATED *Seller's* GUIDE



Everything You Need
to Know to
Sell with Confidence

*I teach the process
so you can own
the outcome.*



FAITH



INTEGRITY



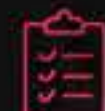
EDUCATION



PATIENCE



SERVICE



ORGANIZATION



COMMUNICATION



EXCELLENCE



WELCOME

I'm Sury Romero

Hi, I'm so glad you're here.

I'm a former teacher, which means I was made to educate, explain, and guide. I didn't leave teaching behind—I just changed classrooms.

Now, I get to help my clients navigate one of life's biggest decisions with confidence and clarity.

This guide is here to give you a clear picture of what to expect when selling your home and how I'll be by your side every step of the way.

I teach the process so
you can own the outcome.

WHAT YOU CAN EXPECT

- ✓ Clear communication
- ✓ Honest guidance
- ✓ Organized planning
- ✓ Education before every decision
- ✓ A strategy built around your goals



Educate. Empower. Move.

HOW I GUIDE MY CLIENTS

THE EDUCATE METHOD

Real estate is personal.
My approach is intentional.

I use my **EDUCATE** Method™—a proven 7-step process that keeps you informed, prepared, and in control from start to finish.

- E

**EVALUATE**
We evaluate your goals, timeline, and current market conditions.
- D

**DESIGN**
We design a customized strategy that fits your home and your goals.
- U

**UNITE**
We unite on the plan, timeline, and expectations.
- C

**CLARIFY**
We clarify every step so there are no surprises.
- A

**AUTHENTICATE**
We authenticate your home's value and position with confidence.
- T

**TRUST**
We build trust through clear communication and results.
- E

**EMPOWER**
You feel confident, informed, and ready to move forward.

WHY MY CLIENTS LOVE THIS PROCESS



Knowledge replaces uncertainty. That's how we make decisions that lead to the best outcomes for you and your family.



LESS STRESS

You'll always know what's happening next.



BETTER DECISIONS

You'll understand your options every step of the way.



MORE CONFIDENCE

You'll feel prepared and empowered throughout the entire process.

“I teach the process so you can own the outcome.”



Educate. Empower. Move.

Why a strategic approach changes everything.

EVERY HOME NEEDS A PLAN



Selling your home is one of the biggest decisions you'll make. A clear, intentional plan helps us maximize your home's value, minimize stress, and reach the right buyers.

HERE'S WHAT A STRATEGIC PLAN INCLUDES:



PRICING

We analyze the market and price your home strategically to attract serious buyers and maximize your return.



PREPARATION

We position your home beautifully so it makes a powerful first impression—online and in person.



MARKETING

We create a custom marketing plan that gets your home in front of more qualified buyers.



NEGOTIATION

We negotiate confidently on your behalf and protect your best interests every step of the way.



COMMUNICATION

We keep you informed with clear updates, timely feedback, and honest advice.



A PLAN MAKES ALL THE DIFFERENCE.
That's how we get you the best outcome.

It's not about luck.
It's about having the right plan, the right strategy,
and the right partner by your side.



Educate. Empower. Move.
I TEACH THE PROCESS SO YOU CAN OWN THE OUTCOME.

THE SELLING JOURNEY

Your goals. My guidance. Our success.

Selling your home doesn't have to feel overwhelming.
Here's a simple look at the journey ahead.

| I TEACH THE PROCESS SO YOU CAN OWN THE OUTCOME. |



01

DISCOVER & PLAN

We'll connect, discuss your goals, and create a customized plan.



02

PREPARE TO IMPRESS

We'll highlight your home's best features and get it market ready.



03

PRICE WITH PURPOSE

We'll analyze the market and price strategically to attract the right buyers.



04

MARKET WITH IMPACT

We'll promote your home with a proven marketing strategy that gets results.



05

SHOW & CONNECT

We'll manage showings and connect with interested buyers.



06

REVIEW & NEGOTIATE

We'll review offers, negotiate the best terms, and protect your interests.



07

UNDER CONTRACT

We'll open escrow and guide you through every detail.



08

FINAL STEPS

We'll manage inspections, appraisals, and everything in between.



09

CLOSING DAY

We'll close the sale and celebrate your next chapter!



*You don't
have to
figure it
all out
alone.*



As a former teacher,
education is my
superpower.

I break down the process,
answer your questions,
and keep you informed
every step of the way.



Educate. Empower. Move.

PREPARING YOUR HOME

Small steps. Big impact.

The way your home looks and feels makes a difference. These simple steps help attract more buyers and help us get you the best results.



FOCUS ON WHAT BUYERS NOTICE MOST — *inside and out.*



REPAIR

Take care of small issues that can distract buyers.

- ✓ Fix leaky faucets
- ✓ Tighten loose hardware
- ✓ Patch holes & touch up paint
- ✓ Replace burnt-out bulbs
- ✓ Ensure everything works



REFRESH

Create a clean, neutral, and welcoming space.

- ✓ Declutter & depersonalize
- ✓ Deep clean every room
- ✓ Organize closets & cabinets
- ✓ Use neutral tones
- ✓ Add simple, fresh touches like greenery



PHOTOGRAPH

Great photos make buyers stop scrolling and take a look.

- ✓ Maximize natural light
- ✓ Open blinds & curtains
- ✓ Highlight best features
- ✓ Staging makes a difference
- ✓ Professional photos showcase your home at its best



A WELL-PREPARED HOME SHOWS BETTER,
sells faster, and often for more.



Educate. Empower. Move.

PRICING YOUR HOME

*The right price creates
the right opportunity.*

Pricing your home is more than picking a number. It's about strategy, timing, and understanding what today's buyers value. My goal is to position your home to sell for top dollar in the least amount of time.



PRICE IT RIGHT.

- ✓ Attract more buyers
- ✓ Create more competition
- ✓ Sell faster
- ✓ Maximize your net

WHY PRICING MATTERS



The first few days on the market are the most important.

This is when your home gets the most exposure and attention.



Buyers compare every listing online.

If your price is too high, they may not even schedule a showing.



Overpricing can reduce interest and lead to price reductions.

Price it right from the start and attract serious buyers.

HOW I DETERMINE YOUR HOME'S VALUE

I use a comprehensive approach to ensure your home is priced competitively and strategically.



Comparable Sales

Recent sales of similar homes in your area.



Current Competition

Active listings and what buyers can choose from.



Market Trends

What the market is doing right now.



Home Condition

Upgrades, maintenance, and overall condition.



Location

Neighborhood, schools, amenities, convenience.



Buyer Demand

Current buyer activity and needs in our area.

EMOTIONAL VALUE



The memories.
The updates.
What it means to you.

It's priceless.

VS.

MARKET VALUE



What buyers are willing
to pay in today's market.
Based on facts, data,
and current conditions.

It's strategic.



THE GOAL ISN'T TO LIST HIGH.

The goal is to sell smart.

Together, we'll price your home
with confidence and a plan that
puts you in the best position to win.



Educate. Empower. Move.

PROFESSIONAL PHOTOGRAPHY

*Your home only gets
one first impression.* 

Most buyers decide how they feel about your home online—before they ever step inside. Professional photography showcases your home in the best light and gets more buyers through the door.



BUYERS START ONLINE

High-quality photos grab attention and make your home stand out from the rest.



EMOTIONS DRIVE DECISIONS

Beautiful photos help buyers connect with your home before they even visit.



BETTER PHOTOS. BETTER RESULTS.

Homes with professional photos get more showings, stronger offers, and sell for more.



HOW I PREPARE YOUR HOME

I make sure your home is photo-ready so it looks its absolute best.

- ✓ Review your home and create a shot list
- ✓ Offer tips to enhance light, space, and flow
- ✓ Declutter and stage for maximum appeal
- ✓ Highlight your home's best features
- ✓ Coordinate the perfect timing for lighting
- ✓ Work with a trusted, professional photographer

I handle the details so you can relax. 

WHAT'S INCLUDED



PROFESSIONAL PHOTOGRAPHY

Expert composition, lighting, and angles that showcase your home beautifully.



HDR EDITING

Crisp, vibrant, and true-to-life images that make a lasting impression.



WIDE-ANGLE IMAGES

Capture more space and help buyers truly visualize each room.



DRONE PHOTOGRAPHY*

Stunning aerial views that highlight your property, lot size, and neighborhood.

*When applicable



TWILIGHT PHOTOGRAPHY*

Warm, inviting photos taken at dusk to create extra curb appeal.

*When applicable



Great photos don't sell a home—
they get buyers through the door. 

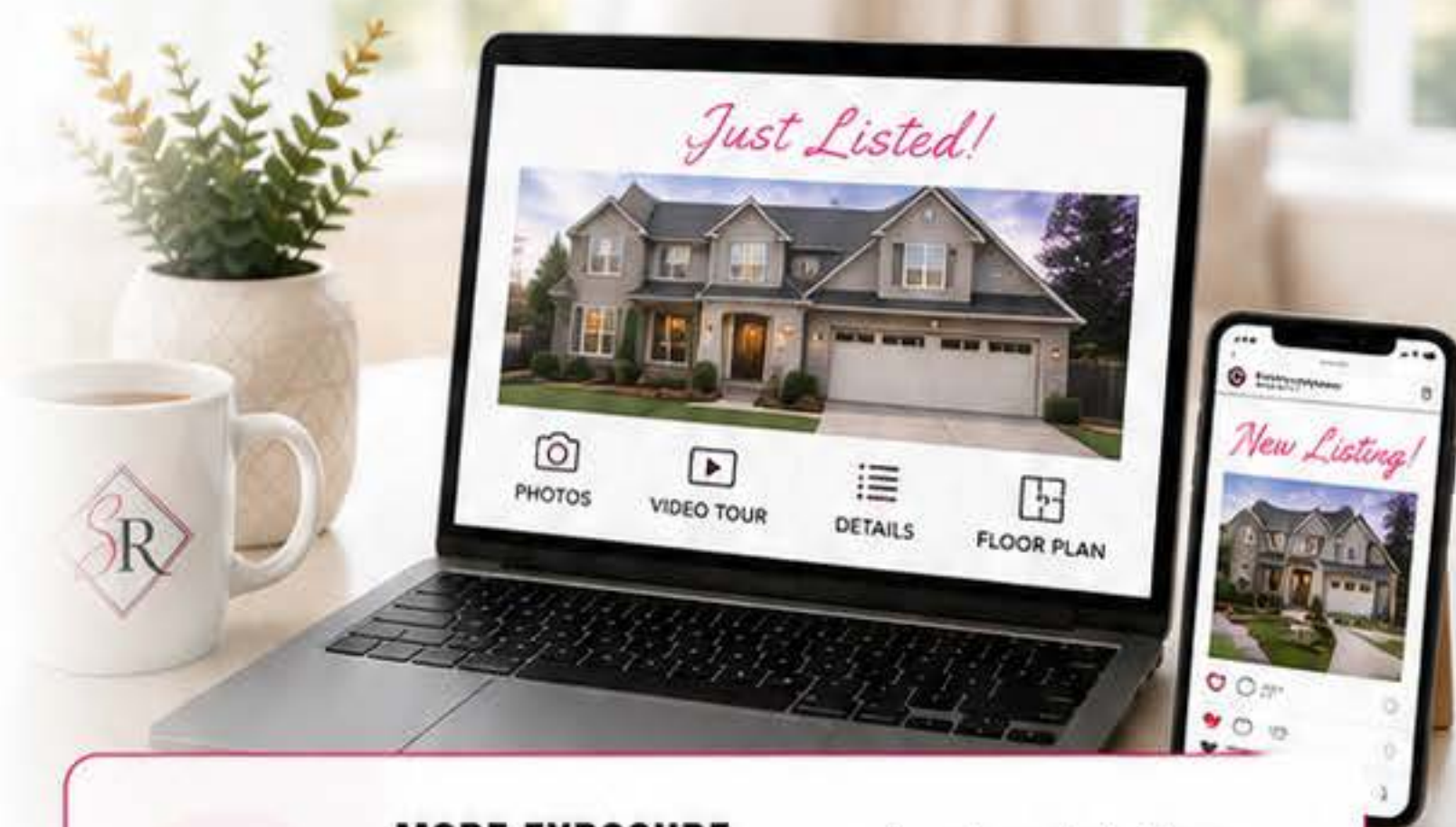


Educate. Empower. Move.

STRATEGIC MARKETING

*Getting your home in front
of the right buyers.* 

My goal is simple: **maximum exposure** to qualified buyers through a multi-channel marketing strategy designed to sell your home for the **best price** in the **least amount of time**.



**MORE EXPOSURE.
MORE BUYERS.
STRONGER OFFERS.**

A well-marketed home reaches more people, creates more interest, and leads to better results.

MY MARKETING PLAN WORKS FOR YOU



BEFORE WE LAUNCH

A strong strategy before we go live sets the tone for success.

- ✓ Market analysis & pricing strategy
- ✓ Target buyer profile
- ✓ Competitive positioning
- ✓ Custom marketing plan designed for your home



LAUNCH DAY EXPOSURE

Your home goes live on the most powerful real estate platforms.

- ✓ MLS (Multiple Listing Service)
- ✓ Real.com
- ✓ Zillow
- ✓ Realtor.com
- ✓ Brokerage network exposure



DIGITAL MARKETING

Targeted digital marketing helps us reach more buyers where they are.

- ✓ Social media campaigns (Facebook, Instagram)
- ✓ Engaging video & reels
- ✓ Email marketing to buyers and agents
- ✓ Just Listed announcements



LOCAL & AGENT EXPOSURE

We combine local visibility with agent-to-agent connections.

- ✓ Open houses (when appropriate)
- ✓ Yard sign & neighborhood promotion
- ✓ Agent-to-agent marketing
- ✓ Relocation & investor networks

**EVERY DETAIL.
EVERY PLATFORM.**

One Goal. 



More visibility
to qualified
buyers



More interest
and showings



More
competition



Stronger offers
& better terms



A smoother
selling
experience



STRATEGY. VISIBILITY. RESULTS.

That's how we sell your home.

My marketing plan is built to highlight your home's best features, connect with the right buyers, and deliver the best result for you.



Educate. **Empower.** Move.

GOING LIVE!

It's showtime for your home.



Once everything is in place, we officially launch your listing. Your home is now live and visible to thousands of potential buyers across multiple platforms.



FIRST IMPRESSIONS START NOW.

The moment your home goes live is crucial. We make sure it launches with impact and gets the attention it deserves.



WHAT HAPPENS WHEN WE GO LIVE



LISTED ON THE MLS

Your home is instantly visible to thousands of agents and buyers.



PUBLISHED ONLINE

Your listing appears on top real estate websites where buyers are searching.



NOTIFICATIONS SENT

Buyers and agents receive alerts about your new listing.



SHARED ACROSS CHANNELS

Your home is promoted through my network, social media, and email campaigns.



MAXIMUM VISIBILITY

More eyes on your home = more showings, more offers, and better results.

WHERE BUYERS WILL SEE YOUR HOME

MLS
MULTIPLE LISTING SERVICE

real
Real.com

Zillow
Zillow

realtor.com
Realtor.com

Homes.com
Homes.com

my
REAL BROKER
Brokerage Website



Facebook



Instagram



Email Marketing



Mobile Sites



Agent Network



And More!



WE DON'T JUST LIST YOUR HOME.

We launch it with purpose.

Every detail is designed to attract the right buyers, generate interest, and help you achieve the best possible outcome.



Educate. **Empower.** Move.

SHOWINGS MADE SIMPLE

*A little preparation.
A lot of opportunity.* 

Showings are where interest turns into opportunity. My goal is to make the process as **convenient** and **stress-free** as possible—while showcasing your home in the best light.



HOW SHOWINGS WORK



HOW I MAKE IT EASY FOR YOU

-  **Flexible Scheduling**
I work around your schedule to approve showings at convenient times.
-  **Secure & Convenient**
I offer lockbox access so showings can happen smoothly, even when you're away.
-  **Clear Communication**
You'll always know when a showing is scheduled and what to expect.
-  **Regular Updates**
I provide feedback and activity reports so you stay in the loop.
-  **Your Peace of Mind**
I handle the details so you can focus on your next move.

TIPS TO KEEP IN MIND

-  **Keep it clean and clutter-free.**
A tidy home helps buyers focus on the space, not your stuff.
-  **Let the light in.**
Open blinds and turn on lights for a bright, welcoming feel.
-  **Make it smell inviting.**
Fresh air is best! Avoid strong scents.
-  **Secure pets and valuables.**
This keeps everyone safe and helps buyers feel comfortable.
-  **Give buyers space.**
Allow them to explore and imagine it as their own.
-  **Leave for showings when possible.**
Buyers feel more comfortable speaking freely.



Small details make a **big difference** in how buyers feel about your home.



MY GOAL IS SIMPLE:

Make the process easy for you and memorable for every buyer.

When buyers feel at home, the right offer usually follows.



Educate. **Empower.** Move.

OFFERS & NEGOTIATION

Strong negotiation.

Better terms. Best outcome.



When offers come in, I evaluate every detail to help you make a **confident decision** that aligns with your goals—not just the highest price.

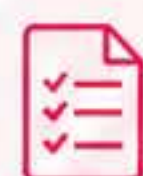


MY JOB IS TO PROTECT YOUR INTERESTS.

I negotiate to help you get the best possible terms and a smooth path to closing.



THE OFFER PROCESS



1. OFFERS RECEIVED

We review all offers carefully—price, terms, contingencies, and more.

2. STRATEGY SESSION

I explain your options in detail so you can make an informed decision.

3. EVALUATE

We evaluate not just the price, but the strength of the offer as a whole.

4. NEGOTIATE

I negotiate terms on your behalf to improve price, terms, and conditions.

5. ACCEPT

Once we reach the best agreement, you accept the offer with confidence.

6. UNDER CONTRACT

We're officially on our way to closing!

WHAT WE CONSIDER IN EVERY OFFER



OFFER PRICE

Important, but not the only factor.



EARNEST MONEY

Shows the buyer's commitment.



CLOSING DATE

Does it align with your timeline?



CONTINGENCIES

Fewer contingencies often mean a stronger offer.



BUYER QUALIFICATION

A well-qualified buyer is more likely to close.



TERMS & CONDITIONS

Other terms that can impact your sale.

MY NEGOTIATION APPROACH



Advocate for your goals and bottom line.



Communicate clearly and promptly with all parties.



Negotiate with professionalism and fairness.



Keep you informed every step of the way.



Work to remove obstacles and keep the deal moving forward.

My goal is simple:

The best possible terms with the least amount of stress.



IT'S NOT JUST ABOUT GETTING AN OFFER—
it's about getting the right one.

I negotiate like your goals are my goals
because your success is my priority.



Educate. Empower. Move.

UNDER CONTRACT

*We have an agreement—
and the journey continues.* 

Your home is officially **under contract!**
This means a buyer has agreed to purchase
your home, and we are now working together
to move toward a smooth and successful closing.



This is an exciting
step, and I'll guide
you through every
detail from here. 

UNDER CONTRACT



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WHAT HAPPENS NEXT?



1. CONTRACT REVIEW

We review all terms
together to ensure
everything is accurate.



2. BUYER'S DEPOSIT

The buyer submits their
earnest money deposit,
showing their commitment.



3. INSPECTIONS & DUE DILIGENCE

The buyer schedules
inspections and completes
any needed due diligence.



4. COMMUNICATION

I keep you informed
every step of the way.



5. ON THE WAY TO CLOSING!

Once all conditions
are met, we prepare
for a successful closing.



WHAT YOU CAN EXPECT FROM ME

- ✓ **Protect Your Interests** – I make sure the contract terms are honored and deadlines are met.
- ✓ **Stay Organized** – I manage all moving parts and details so nothing falls through the cracks.
- ✓ **Communicate Clearly** – You'll always know what's happening and what to expect.
- ✓ **Solve Problems** – If anything comes up, I'll handle it quickly and professionally.
- ✓ **Keep You Focused** – I help you stay prepared for closing while we handle the details.

You relax, I handle the rest. 



HOW YOU CAN HELP

- ✓ Continue to keep your home clean and show-ready until closing.
- ✓ Respond quickly to any requests or questions.
- ✓ Keep me updated if anything changes.
- ✓ Stay positive—we're almost there!

*We're Under Contract—
now we finish strong!* 



THIS IS A BIG MILESTONE!

Thank you for trusting me to guide you this far.

I'm honored to be part of
such an important moment
in your life. 



Educate. Empower. Move.

INSPECTION & REPAIR NEGOTIATIONS

*I negotiate with strategy,
not emotion.*



The inspection gives the buyer a closer look at the home. My job is to **protect your goals** and negotiate the best possible outcome.

HOME INSPECTION REPORT

- ☒ Roof
- ☒ Foundation
- ☒ Plumbing
- ☒ Electrical
- ☒ HVAC
- ☒ Windows
- ☒ Doors
- ☒ Interior
- ☒ Appliances



MY PRIORITY IS YOUR BOTTOM LINE.

I negotiate fair terms that protect your investment and keep the deal moving.



THE PROCESS



1

INSPECTION COMPLETED

The buyer completes their inspection and shares the report.



2

REVIEW FINDINGS

We review the findings together and identify key items.



3

BUILD A STRATEGY

We discuss your options and create a plan that protects your goals.



4

REACH AN AGREEMENT

I negotiate on your behalf to reach fair terms and keep the sale on track.

COMMON REQUESTS

- ☒ Safety concerns
- ☒ Roof or foundation
- ☒ Plumbing or electrical
- ☒ HVAC or major systems
- ☒ Other significant issues



Not every item needs to be repaired.

HOW I HELP

- ☒ Prioritize what matters most
- ☒ Explain all options clearly
- ☒ Negotiate fair terms
- ☒ Remove unnecessary requests
- ☒ Keep the transaction moving



I've got your back

TAKEAWAY



My job is to help you focus on the items that protect your investment and keep your sale moving forward.



Educate. **Empower.** Move.

THE APPRAISAL

*A key step in the loan process.
I'm here to guide you.*

The buyer's lender orders an appraisal to confirm the home's value. It protects both the buyer and the lender.
My job is to **protect your equity**.



MY GOAL IS TO PROTECT YOUR VALUE.

I review the details, communicate clearly, and help us move forward with confidence.



HOW IT WORKS



1

APPRAISER ASSIGNED

The lender orders the appraisal and the appraiser schedules a visit.



2

HOME IS APPRAISED

The appraiser evaluates the home and compares it to similar sales.



3

VALUE DETERMINED

The appraiser provides a value opinion to the lender.



4

WE REVIEW & PLAN

We review the results and plan the next steps together.

POSSIBLE OUTCOMES



At Value

Great! We move forward.



Below Value

We review options to close the gap.



Above Value

No action needed—we continue to closing.

WHAT I DO FOR YOU



Analyze the appraisal report



Look for errors or missing data



Share options if value is low



Negotiate with confidence



Keep the transaction moving forward



I advocate for your goals every step of the way.

A FEW FACTS



Appraisers use recent sales and market data to determine value.



The appraisal is usually completed within 5–7 business days.



If the value is low, there are options. We'll create a plan that works.



Takeaway:

The appraisal is about ensuring the value is supported.
I'm here to help you protect your investment.



Educate. Empower. Move.

CLOSING DAY

The final step to your next chapter.

Closing day is when ownership is officially transferred and you receive the proceeds from your sale.

I'll be with you every step of the way to make it **smooth and stress-free**.



MY GOAL IS A SUCCESSFUL CLOSING.

I coordinate the details, answer your questions, and make sure everything is in place.

WHAT HAPPENS



1

FINAL WALKTHROUGH

The buyer confirms the home is in the agreed-upon condition.



2

SIGN DOCUMENTS

You'll sign the closing documents with the title company.



3

FUNDS ARE TRANSFERRED

The buyer's lender sends the money to the title company.



4

OWNERSHIP IS TRANSFERRED

The deed is recorded and ownership is officially transferred.



5

YOU GET PAID

You receive the proceeds from your sale—congratulations, it's all yours!



WHAT TO EXPECT

- ✓ Bring a valid ID.
- ✓ The closing usually takes 1–2 hours.
- ✓ I'll review the documents with you before you sign.
- ✓ Once everything is signed, the home is theirs and the proceeds are yours!

You did it!



IMPORTANT ITEMS

- Utility accounts
- Change of address
- Forwarding mail
- Cancel or transfer any services



TIP:

I'll send you a closing checklist so nothing gets missed.



Congratulations!

It has been an honor to guide you.
Thank you for trusting me with this important move.



Educate. **Empower**. Move.

BEYOND CLOSING DAY

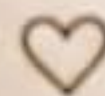
*I'm here for you long after
the keys are handed over.*



My goal is to build **lasting relationships** through continued support, resources, and genuine care.



new
chapter
ahead



MY COMMITMENT DOESN'T END AT CLOSING.

I'm always just a call, text,
or email away.



WHAT I CAN HELP WITH



MOVING SUPPORT

Need a mover, cleaner,
handyman, or stager?
I have trusted
recommendations.



TAX DOCUMENTS

I'll remind you when
important tax documents
are available.



REFERRALS

Friends or family
need real estate
help? I'd be honored
to help them too.



STAY CONNECTED

I share market updates,
home tips, and local
resources to help you
stay informed.



HERE FOR YOU

Questions about your
home, the market,
or real estate?
I'm here.



THANK YOU

Thank you for trusting me with
one of the biggest decisions in
your life. It has truly been an honor
to serve you.

I appreciate you!



A FEW REMINDERS

- Keep a copy of your closing documents in a safe place.
- Update your homestead exemption if applicable.
- Consider reviewing your home insurance annually.
- I'm here for any future real estate needs!



My business is built on relationships, not transactions.

You'll always have a real estate educator in your corner.



Educate. **Empower.** Move.

SELLER RESOURCES

*Helpful tools for a
smooth transition.*



These resources are here to make your move easier. Keep this page handy before, during, and after your sale.



**MY GOAL IS TO
MAKE YOUR MOVE
AS STRESS-FREE
AS POSSIBLE.**



UTILITY TRANSFER CHECKLIST

- ✓ Electricity
- ✓ Gas
- ✓ Water
- ✓ Trash/Recycling
- ✓ Internet/Cable
- ✓ Lawn Care (if applicable)



CHANGE OF ADDRESS CHECKLIST

- ✓ USPS (online at usps.com)
- ✓ Banks & Credit Cards
- ✓ Insurance (home, auto, life)
- ✓ Subscriptions & Memberships
- ✓ Employer
- ✓ Friends & Family



IMPORTANT REMINDERS

- ✓ Remove personal items from the home.
- ✓ Leave all agreed-upon items for the buyer.
- ✓ Lock all windows and doors before you leave.
- ✓ Leave garage door openers and keys as instructed.



MOVING CHECKLIST

- ✓ Declutter and donate
- ✓ Pack non-essentials early
- ✓ Label boxes by room
- ✓ Confirm moving day details
- ✓ Do a final walkthrough



HOMESTEAD EXEMPTION

If you're moving out of Texas, you must notify your appraisal district to remove your homestead exemption.



**Check with your local
appraisal district
for details.**



TRUSTED PARTNERS

Need a mover, cleaner, handyman, or stager? I have a list of trusted professionals I'm happy to recommend.

Just ask!



You don't have to do this alone.

I'm here to help every step of the way.

♥ **Questions?**

I'm just a call, text, or email away.



Educate. **Empower.** Move.

THANK YOU



It has been an honor.

Thank you for trusting me to guide you through one of life's biggest financial decisions.

My goal has always been to educate you, answer your questions, and help you move forward with confidence.

Even after closing, I'm here whenever you need a trusted real estate resource.



MY PHILOSOPHY

*I teach the process
so you can own
the outcome.*



LET'S STAY CONNECTED



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@Sury.Romero.Realtor



Sury Romero, Realtor



Sury Romero, REALTOR® - Real Broker, LLC



Your Review Matters!

If you enjoyed working with me, I would truly appreciate it if you could leave a Google review.



Your feedback helps other sellers feel confident in choosing the right agent.

Thank you!



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