

HOME SELLER GUIDE





Christy Chasteen



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About Me

Successful Selling Process

Listing Consultation

Prepping the Home

Photos & Timeline

Marketing

Online Debut

Open House

Contingency Period

Closing Day



**THE
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Nice to meet you!
I'm Christy

your Rockstar Realtor

Buying a home is A BIG DEAL. There are a LOT of moving parts to getting a deal closed. That's why I am passionate about people knowing exactly what to do, who to trust, and where to start.

Finding the right agent is one of the most essential parts of the process. You need someone who is experienced and knowledgeable in today's market, someone who negotiates like a pro, is cool under pressure, has great relationships with other professionals, and will make this process as seamless and smooth as possible. I am driven by honesty and integrity.

LET'S FIND YOU A HOUSE!



EMAIL: christychasteen528@GMAIL.COM

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WEBSITE:

www.christychasteen.realtor





**“HOME IS
WHERE
YOU TAKE
YOUR
PANTS
OFF.”**



**Your time is valuable. I respect that.
Consultations are tailored to fit YOUR
schedule.**

Hey Christy

**I was hoping you could come
check out our home and see what
we could get for it?**

Read 5 minutes ago

**ABSOLUTELY! So glad
you reached out. Does
Saturday work? Half
hour is all I need to
check out your property
and get you some
comps! EASY PEAZY!**



254-229-2517



Bedrooms



Bathrooms



sq. ft.

Successful Selling Process

LISTING CONSULTATION |
SET PRICE

PROFESSIONAL PHOTOS |
MARKETING

OPEN HOUSE

CONTINGENCY
REMOVAL PERIOD

**CLOSE ON THE HOUSE
CELEBRATE!**

GET THE HOME READY FOR
THE MARKET

ONLINE DEBUT | LISTED FOR SALE
SIGN AND LOCKBOX

OFFER PRESENTATION

APPRAISAL





L I S T I N G C O N S U L T A T I O N

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale.

Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time.

A few things to think about before we meet...

- What is your moving timeline?
- What do you hope to net from your home sale?
- What concerns do you have about the process?
- How would you like me to communicate with you? Text, phone calls, emails, or perhaps a carrier pigeon? Haha!
- What is the BEST thing about your home?
- What do you love about the area?
- What major improvements have you done to the home, and what year was that completed? (ex: new roof 2019, new HVAC 2025...)

Write these things down before we meet so we can talk through all the details!

Christy Chasteen

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SETTING THE RIGHT PRICE

You know what happens when you overprice your house?

Nothing.

Nothing happens. No showings get scheduled, no offers come in.



Pricing is a science and the single most important strategy you'll employ when going to market.

During your listing consultation we'll make sure your goals align with market conditions and make a plan together.



The saying goes, “Your house is only worth what someone is willing to pay for it.” So we will strategize to get lots of eyes on your home to find the perfect buyer.

I will work hard to get you TOP DOLLAR for your home- just keep in mind, no one will overpay for a home, so pricing realistically is a MUST.

P R E P P I N G T H E H O M E

KITCHEN

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

BACKYARD

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

FAMILY ROOM

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove extra pillows

FRONT ENTRY

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

BEDROOMS

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

THROUGHOUT

- Wipe down all blinds
- Touch up any drywall or paint
- Wipe baseboards
- Candles or Glade plugins

BATHROOMS

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with neutral tones if possible

FINAL CLEAN

Prior to photos and videos make sure to do a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

P R E - L I S T " T O - D O " L I S T

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

THROUGHOUT

BATHROOMS

MISC.



PROFESSIONAL PHOTOS

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true!

In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

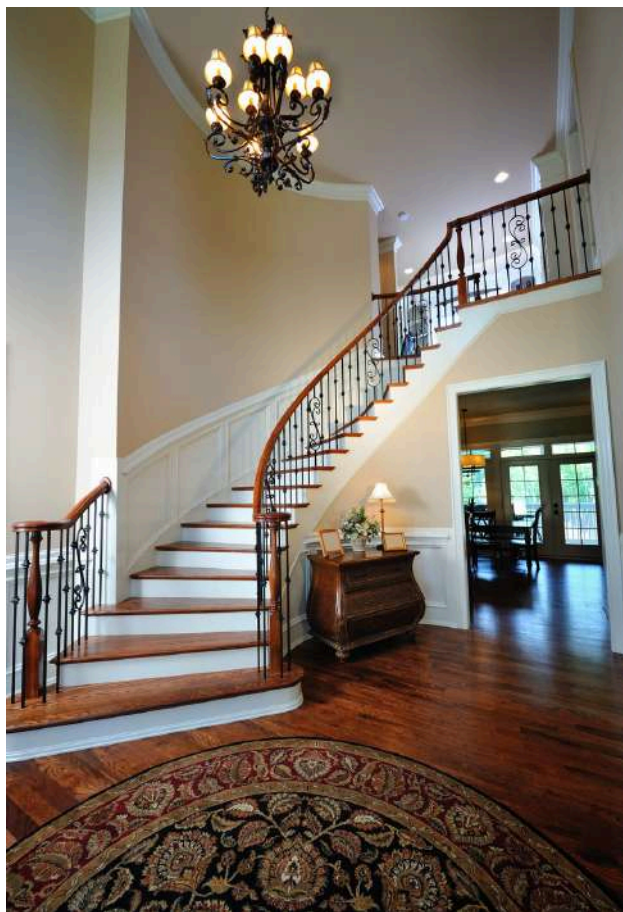
When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.



Shocking Truths...

- Homes listed with professional photography sell 32% faster.
- 68% of consumers say that great photos made them want to visit the home.





V I D E O G R A P H Y A N D S O C I A L M E D I A

With Christy Chasteen,, I don't just list homes—I showcase them to the world!

Our strategic marketing campaigns leverage high-quality video tours, lifestyle content, and professional visuals across YouTube, Instagram, TikTok, and Facebook, reaching thousands of targeted buyers both locally and nationwide.

Our social media platforms feature cinematic property tours designed to highlight every unique detail, while our targeted marketing strategy generates massive visibility through expertly crafted Reels, geo-targeted ads, and algorithm-friendly content.

Marketing is EVERYTHING and we spare no expense when it comes to making your property look amazing.



Christy Chasteen,, Realtor



G O T O M A R K E T T I M E L I N E

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken a week or so prior. Obviously, we can be flexible.

On photo day you can expect the photography team to be an hour or two, so make sure to leave all the lights on, windows and drapes open and personal items hidden. This can take several hours so it is best if you plan to be gone for a chunk of the day.

The photos and videos will then be edited and used to build the following marketing materials:

- Your home website
- Email marketing to our internal and external databases
- Social media posts, reels, & ads
- Open house materials
- Flyers
- E-mail campaigns

I know it's seems like A LOT!
Don't worry, I will be here every
step of the way.





GOING TO MARKET OUR AWARD WINNING MARKETING PROCESS

EMAIL



SOCIAL



ADs



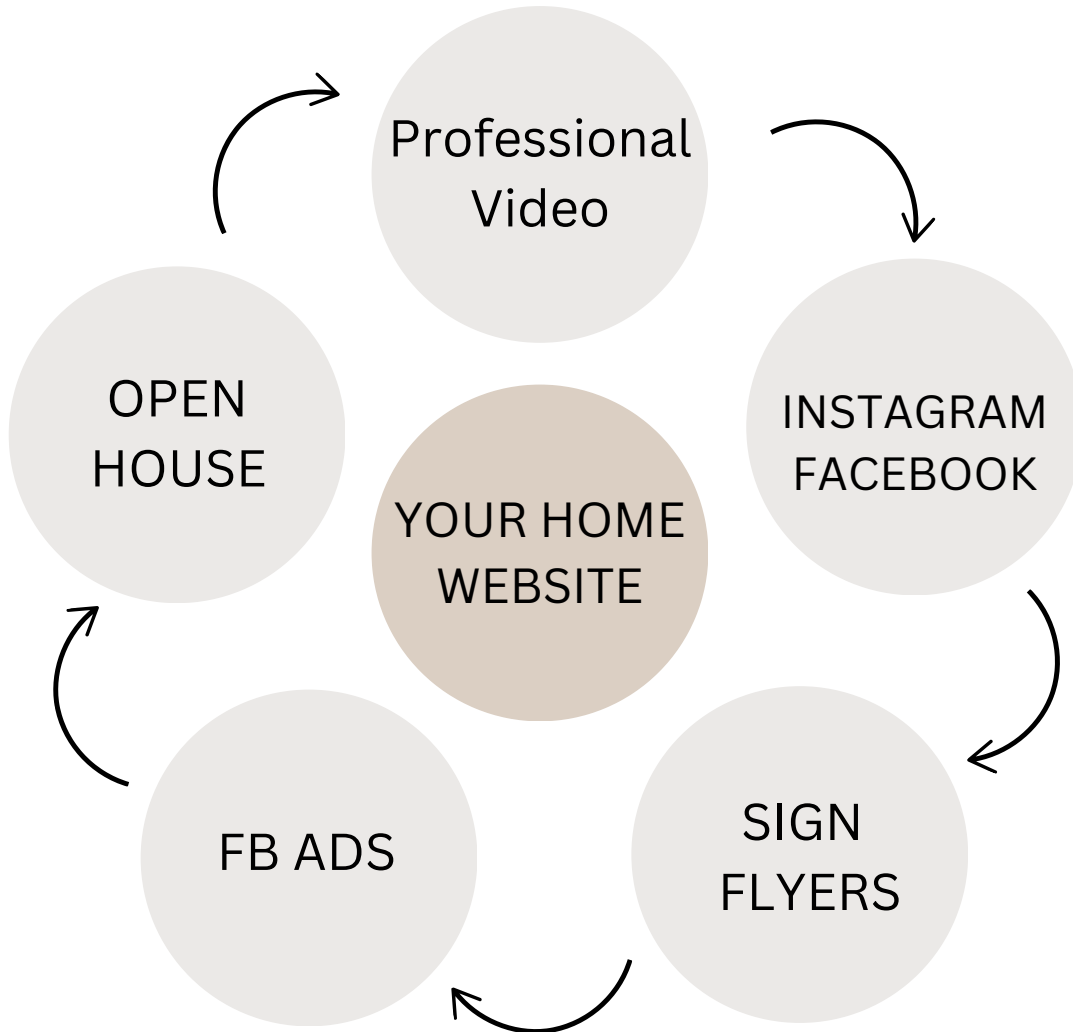
EMAIL: I know, most agents don't always send emails out to their sphere and database but our REAL Broker database is so large and full of ready-to-buy clients that I don't want to miss out on this step. We have seen great success with email marketing and are excited to showcase your listing in this way! It will also be on the MLS with hundreds of thousands of eyes on it.

SOCIAL: They see an email in their inbox and then an Instagram reel pops up talking about the same house. Then an Instagram ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour. They will see it on Facebook, Tik Tok, Youtube, and many more platforms. WE GO BIG AND WORK FOR THAT COMMISSION.



ADs: We also put a significant amount of money into properly marketing your home with online advertisements.

THE 7-11-4 RULE



Studies show that in order for consumers to make a buying decision they need to spend an average of 7 hours of time with 11 touch points from at least 4 different platforms to feel comfortable making a buying decision. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

Not to mention our affiliated REAL Broker databases where we have sold homes BEFORE they hit the MLS.

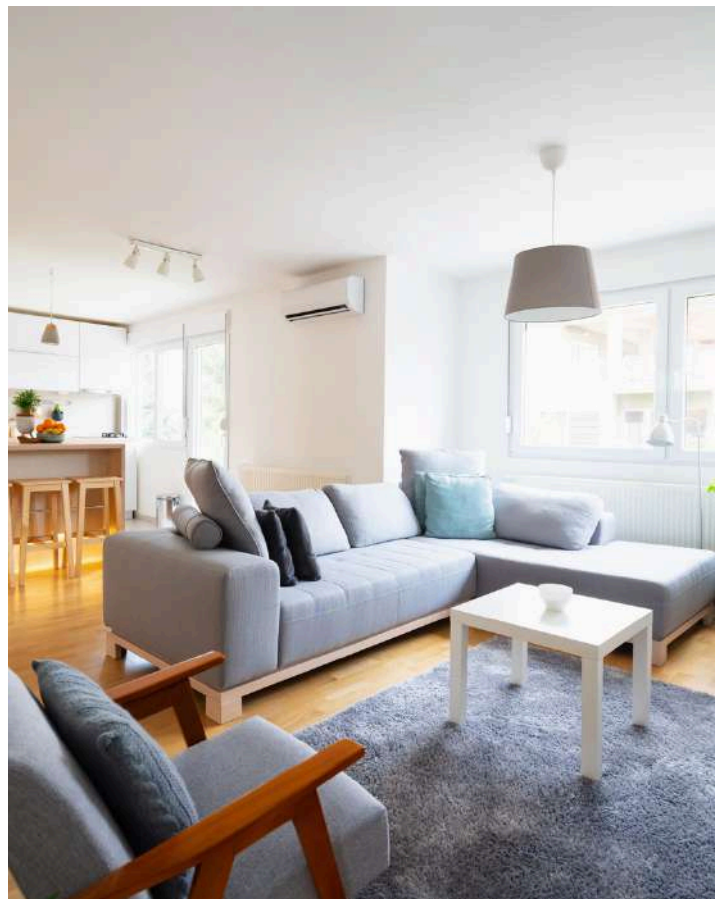
ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer **spends 10 weeks** searching for a home and previews 12 properties before deciding on their purchase.

I give your home as much visibility as possible using a variety of tools to ensure your home is seen by thousands of potential buyers

*** Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.



OPEN HOUSE



Open houses are a good way to get buyers into your home when selling a property.

Think about it- when you hold an open house, you're exposing your listing to the world in the most tangible way. This makes your home top of mind of more potential buyers.

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

Speaking of more traffic, we ENCOURAGE the “lookee loo” neighbors to come check it out. Info spreads fast when curious neighbors get involved.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll go over every different aspect of the offer(s). It is about a LOT more to an offer than just price.

In a multiple offer situation, we'll review them all at once. This strategy is ideal as it allows us to make lists of the pros and cons of each offer. If there are 2 competing offers we have strategies to get you an EVER BETTER offer from those 2.

Things to keep in mind

Evaluating the Offer: Not all offers are created equal. A higher purchase price might be attractive, but the offer could also include contingencies or financing that is less secure. On the other hand, a slightly lower offer with fewer contingencies or a quicker closing date might be more appealing, depending on your circumstances.

Understanding the Offer: Each offer will include the proposed purchase price, financing details, closing date, contingencies, and any additional requests or conditions. It's crucial to understand all these elements before deciding how to respond.



C O N T I N G E N C Y P E R I O D

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. Buyers may include several contingencies in their offer depending on their financing and circumstances.

By working closely with me and the other industry experts we have roped into this process, you'll better understand what each contingencies means, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with them when they arise.

Common Contingencies

1

Inspection Contingency

Every contract has an inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

2

Financing Contingency

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender. This is the period in which the lender gets final approval and clear to close

3

Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

4

Appraisal Contingency

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price. If the home does not appraise, we will have to talk about what that means and potentially adjust the price to keep the deal together.

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APPRAISAL FAQ'S:



An appraisal is a professional assessment of the value of the property by a licensed, unbiased professional appraiser. This is a major piece of the transaction. It will be ordered by your lender and paid for by you the buyer (unless otherwise negotiated in the offer). The goal of the appraisal is to verify the value of the property for the lender and to protect you from overpaying. The contract is contingent upon whether the appraisal comes in at or above the purchase price.

WHAT HAPPENS IF THE HOME DOESN'T APPRAISE ?



A house "appraises low" if the value assessed by the home appraiser is lower than the purchase price agreed to between the buyer and seller. The home appraisal provides a snapshot of the appraiser's opinion of the current market value based on similar closed sales in the area. When the appraised value comes in below the contract price, it limits the amount a lender will finance because they base the loan on the appraisal and the lender will not lend more than the appraised value.

A low appraisal is where the Buyer and Seller negotiate new terms or the deal does not proceed. In some cases the seller agrees to sell at the appraised value, other cases the buyer pays the difference. The outcome is dependent on the parties involved and the power of negotiating skills and willingness of the seller.



TITLE CO.

WHAT IS A TITLE COMPANY AND WHAT EXACTLY DO THEY DO?

The title company will conduct a title search to ensure the property is legitimate and find if there are any outstanding mortgage liens, judgments, restrictions, easements, leases, unpaid taxes, or any other restrictions that would impact your ownership associated with the property. Once the title is found to be valid, the title company will issue a title insurance policy which protects lenders or owners against claims or legal fees that may arise over ownership of the property. This will also be a part of your closing costs. Having a good Title company is vital. You want one with a great reputation.

WHO PAYS FOR TITLE AND ESCROW FEES?

Great question. This is something that is usually split between the buyer and the seller. It will be outlined in the Offer when a Buyer's Agent submits it to me. I will go over all of the different parts of the contract with you either on the phone or in person.



P R E P A R I N G F O R C L O S I N G



Review the HUD-1 Settlement Statement:

This document outlines all the costs for both the buyer and seller related to the closing. Review it carefully. As your real estate agent, I'll have gone over this as well to ensure everything is correct and as expected. This will have all of the payments and deductions lined out, easy to read. If you have questions ALWAYS feel like you can ask me or the title officer for clarification.



Keys/Mail keys and Garage Door Openers:

Leave these out on the kitchen counter where the new home owners can easily find them.



Leave a Note For The New Home Owners *optional of course:

This is a nice final touch. I have had clients leave a letter with details about the sprinkler system or wired in surround sound. Others have left a note welcoming the buyers and kind of “passing the torch” so to speak. Maybe the buyers have been a pain the whole time and you want to wish them good luck living with the Ghost you “forgot to mention” that lives in the attic- haha! Just joking.



Call Utility Companies to Schedule Shut Off:

Call utility providers to let them know you are moving. This is also a good time to setup utilities wherever you are moving to. DO NOT have them shut off before you close or you may have to pay the reconnect fee. I often tell my clients to schedule shut off for the day after signing as to ensure a smooth transition. It may be a few extra dollars but helpful for the buyers.

Bring Your ID to Sign Documents at The Title Company:

You will be signing a lot of documents so rest your hand up the night before. The Title Company will need a copy of your driver's license so make sure to bring that day of.

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CLOSING DAY



YOU DID IT!
IT'S TIME TO CELEBRATE!

yay!

This is it! The big day!!! You'll be signing a lot of paperwork, but the good news is, it's all paperwork we'll have already reviewed...probably more than once.

After you sign everything...we wait.

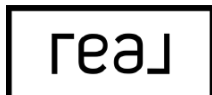
So grab a cup of coffee, take a few deep breaths and go for a nice stroll.

The deal is not closed until it has been recorded by the county recorder's office. Once each party has signed, lending has funded or cash has been wired, the title company will send it to record. This can take a few hours.

Once the deed records, we'll release keys to the new homeowner.

I will call you and say

"WE ARE ON RECORD!!!!!! IT'S A DONE DEAL!!!"



REAL ESTATE TERMS

IF YOU'RE BORED AND WANT MORE TO READ

Disclosure

A statement by a seller or broker about a property's known defects.

EMD

A deposit made by a buyer towards the down payment in evidence of good faith when the purchase agreement is signed.

Equity

The amount of the home actually "owned". It's the current market value of a home minus the outstanding mortgage balance

Escrow

Refers to a third-party service that's usually mandatory in a home-selling process. An escrow holds onto funds and distributes them accordingly to process a close on a home

Fair Market Value

The price that a buyer would probably pay and a seller would accept, both being willing parties.

Deed

A legal document that grants the bearer a right or privilege, providing proof of ownership of real estate property

Home Inspection

An examination of a real estate property's condition, usually performed by a professional home inspector.

Home Warranty:

A policy that covers the cost of maintaining household systems or appliances

Appraisal

An evaluation of a property's value conducted by a licensed appraiser is typically for the benefit of the lender.

Contingency

A condition that must be met in order for a real estate contract to become binding

Commission

The compensation given to real estate professionals for their services. It's usually a percentage of the property's selling price

Christy Chasteen

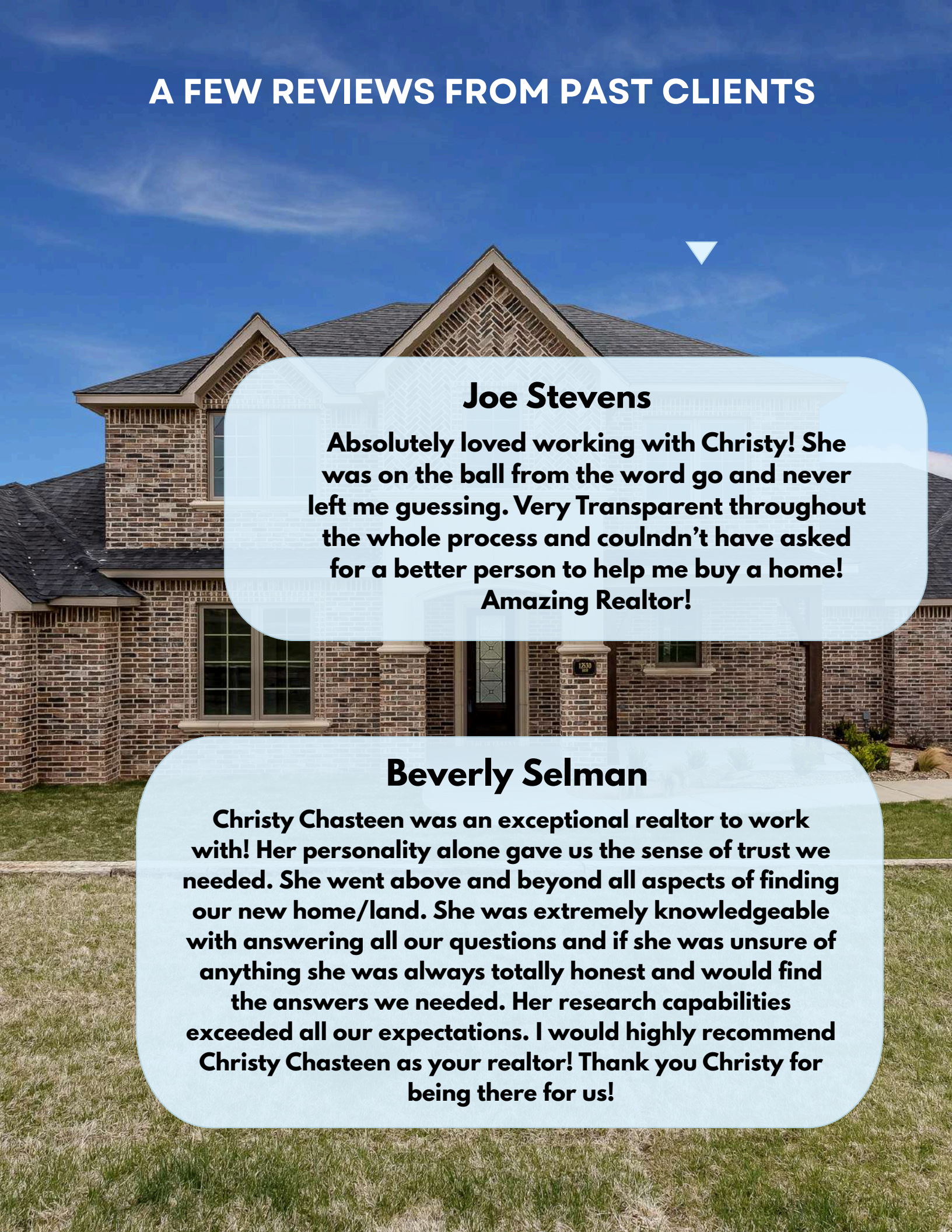
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REALTOR®

A FEW REVIEWS FROM PAST CLIENTS



Joe Stevens

Absolutely loved working with Christy! She was on the ball from the word go and never left me guessing. Very Transparent throughout the whole process and couldn't have asked for a better person to help me buy a home! Amazing Realtor!

Beverly Selman

Christy Chasteen was an exceptional realtor to work with! Her personality alone gave us the sense of trust we needed. She went above and beyond all aspects of finding our new home/land. She was extremely knowledgeable with answering all our questions and if she was unsure of anything she was always totally honest and would find the answers we needed. Her research capabilities exceeded all our expectations. I would highly recommend Christy Chasteen as your realtor! Thank you Christy for being there for us!

I can't
wait to
get your
home

SOLD!

You are in good hands

real

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