

SELLER'S GUIDE

THE COMPLETE GUIDE TO SELLING YOUR HOME



TODD B
REALTY TEAM
AT DOUGLAS ELLIMAN REAL ESTATE



Douglas Elliman
REAL ESTATE

TODD BURGNER | REALTOR®

Todd has lived in Austin for 40 years and has watched the city grow and change. His hands on approach and knowledge of areas has given him an invaluable skill set that you cannot learn in a classroom. Todd works to stay ahead of the game in educating himself in every way necessary so that he is fully equipped to take on any challenge of finding a home or selling a home for his clients.

Todd has a driven and outgoing personality who will go out of his way to get the job done. He loves having the opportunity to meet new people and build long lasting relationships. Todd genuinely cares for his clients and works to educate them every step of the way. He attributes effective communication to his success in real estate.



Understanding the real estate market and growing patterns is key to helping his clients make the best investment. When Todd is working with his clients, he is not only thinking about the current market conditions, he is also focused on key elements that help to resale a property in any market condition.

When you meet Todd you will quickly realize you have gained a new friend and someone who always looks out for your best interest. He knows how to listen and puts the needs of his clients first. The majority of his business is referral based, so if you and or anyone you know are looking to buy, sell or invest in real estate in the near future, Todd is your guy!

WHEN YOU THINK OF REAL ESTATE, THINK OF ME!

TODD BURGNER | REALTOR®
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YOUR CUSTOM STRATEGY

By understanding you, your motivation, and timeframe we can create the right strategy for you and your unique situation.

THE STEPS



PREVIEWING THE HOME

Preview the unique features of your home with you.

DETERMINE THE PRICE

We will complete a market analysis of the homes recently sold in your area along with current market conditions to set a strategic price to achieve the maximum value for your home.



LISTING PREPARATION

We can offer our advice to you to prepare the home for potential buyers. We can offer resources for painting, repairs, cleaning, staging, and landscaping.



PHOTOGRAPHY + VIDEOGRAPHY

We can arrange professional photography and videos to showcase the beauty of your home and property.



CUSTOM MARKETING MATERIALS

We will have our in-house graphic designer and production team create everything to market your home in print and online.



LISTING LAUNCH

Your home listing will go live through the Multiple Listing Service Lishub and www.twelveriversrealty.com along with our 15,500 followers on multiple social media platforms to gain maximum exposure through syndication and IDX feed to all local real estate websites.



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SHOW IT

We will customize all showings to meet your needs. Your only job will be to keep the house looking show-ready.



REVIEW OFFERS

We will present all offers to you and advise you as to the best path forward based on your needs.



8

CONTRACT TO CLOSE

Once an offer has been accepted we have systems and teams in place that will help to coordinate the process for you.



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CLOSING DAY

Hard work and care come together to a seemingly complex process. Congratulations!
One milestone is complete in our continuing relationship as your real estate advisors.



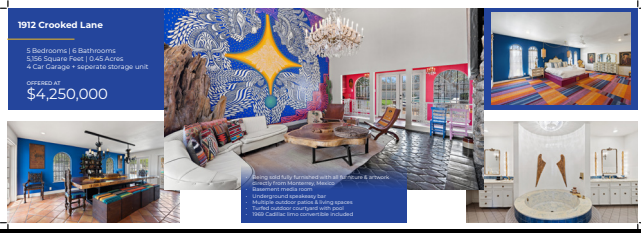
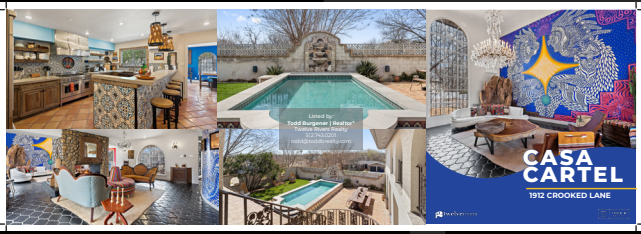
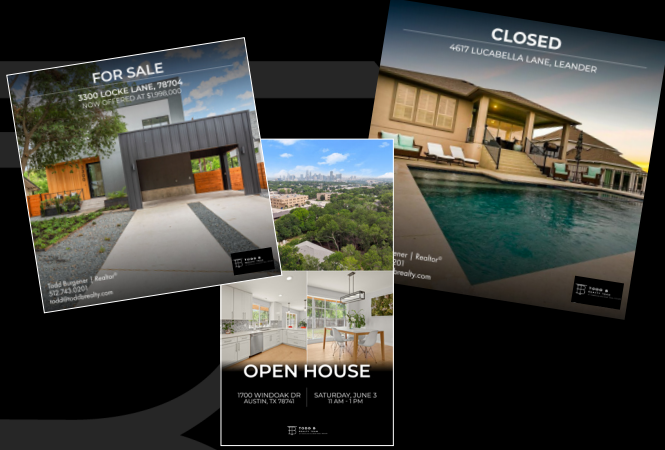
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THE MARKETING

Douglas Elliman uses creative marketing strategies and have a team of in-house specialists from photographers, videographers, marketing specialists and graphic designers to ensure your home is showcased across all platforms in both print & digital media.

DIGITAL

Our in-house graphic design & production team will create beautiful visuals and video to feature your home. Our social media manager will ensure that all digital content is displayed across multiple digital platforms.



PRINT

Our in-house graphic designer creates high-end graphics, flyers and property brochures to get your home noticed.

EVENTS

From Broker's Opens, property tours, happy hours and weekend open houses, your home will be showcased to our vast network of agents and buyers. We utilize a system of prospecting and our reach within the Austin Real Estate network to promote all open houses and property events.

BROKER'S OPEN
2004 RIVERVIEW ST
Friday, February 10th
4 PM - 7 PM

\$ 2,100,000

LIVING ROOM

DINING ROOM

PRIMARY

2004 Riverview is located on one of most sought after streets in the historic Holy District. This home boasts luxury from floor to ceiling. With four bedrooms, two living areas and an office, this custom remodel offers space and flexibility with room to grow. Primary ensuite features soaking tub, walk-in shower, dual vanities, and fully customizable walk-in closet with built-in beverage fridge. The stylish, open kitchen comprises Dacor appliances, granite waterfall countertop, walnut cabinets, and plenty of space to entertain. This location is highly walkable - 1 mi from downtown and two blocks from Mike & Dale's Trail.

- two living areas
- office
- granite waterfall counter
- granite Dacor appliances
- walk-in closets
- walk-in shower
- customizable walk-in closet
- dog room with filling station

TODD B REALTY TEAM
BY DOUGLAS ELLIMAN REAL ESTATE



THE STAGING

On average, staged homes sell for 25% more and 40% of buyers find it to be very important to stage the main living areas of a home.

Buyers want to imagine themselves in your home, so it is imperative to showcase + sell the lifestyle of your home. We want a buyer to make an emotional decision.

UNDERSTANDING MARKET CONDITIONS



BUYER'S MARKET

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



SELLER'S MARKET

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



BALANCED MARKET

Supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time.

THE PRICING

Pricing your home correctly means taking a variety of data points into consideration.

PAST SALES

We study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

PENDING LISTINGS

We contact pending listings in your area that we feel are comparable to get an idea of their contract price and the market activity they received.

ACTIVE LISTINGS

We study active listings to see what homes we'll be competing against once we are on the market. Buyers tend to compare your home to these homes.

CONDITION

We will look at your house through the eyes of a buyer to consider the value of your home in its current condition and ask what they would find most valuable in homes like yours. Updated kitchens, renovated rooms - things like these all factor into the final price.

THE MARKET

Real estate is hyper local and we pride ourselves on keeping our finger on the pulse of the market. We take time to truly understand the current market conditions to build a complete pricing strategy and achieve the highest value for your home.



THE OFFER

ELEMENTS OF THE OFFER

- Price
- Earnest Money Deposit
- Option Period + Fee
- Terms
- Contingencies
- Inclusions + Exclusions
- Financing
- Closing or Possession Date

NEGOTIATING AN OFFER

Once an offer is received, we will review it together and you will decide if you want to accept, counter or reject it. In the case of multiple offers, we will provide recommendations on the best strategy for accepting an offer and setting deadlines.

CONFIRM BUYER FINANCING

Prior to your acceptance of any offer on your home, we will take the time to speak to the buyer's lender or financial institution to confirm the buyer's financing and terms of approval to ensure the buyer is well qualified and ready to purchase.



OFFER ACCEPTANCE

Once you have accepted an offer, we have systems in place to make sure your closing goes smoothly and we get you to the closing table on time. These are some of the major milestones we will guide you through.

CONTRACT EXECUTION

Once all parties have signed the final contract, we will circulate it to the buyer's lender, buyer's agent, and the title company. You will be updated every step of the way.

DEPOSIT DELIVERY

The buyers will deliver the option fee & earnest money deposit to the title company & the funds will be held in an escrow account for the duration of the contract.

OPTION PERIOD

The option period is a holding period in which the buyer performs their due diligence. The buyer will order their professional inspection(s) & we will coordinate scheduling these with you.

LENDER APPRAISAL

The buyer's lender will order a property appraisal. It can take up to 10 business days for this to be completed and the appraised value to be determined. In the case of a low appraisal, we will walk you through all of your options.

CLEAR TO CLOSE

Once all conditions have been met, we will be "clear to close" and the buyer's lender & the title company will balance the final numbers. We will review these numbers with you and provide all of the information you need to prepare for your closing.

FINAL WALKTHROUGH

The buyers will conduct a final walkthrough of your property to ensure it is in the same condition as the day we went under contract.

CLOSING

CONGRATULATIONS

We will be with you at the title company on your closing day to help answer any questions.

SELLER'S CHECKLIST



CURB APPEAL

- Cut & maintain lawn, trim shrubs, weed & mulch, edge gardens & walkways, fill bare spots with plantings.
- Sweep walkways & driveways, remove all branches, litter & toys.
- Clean & repair patio and deck areas, remove any outdoor furniture which is not in good shape.
- Check for missing or damaged roof shingles, repair gutters & eaves.
- Repair broken windows & shutters, replace torn screens & make sure frames and seams have solid caulking.
- Hose off exterior wood & trim, replace damaged bricks or wood, touch up exterior paint.



GENERAL INTERIOR TIPS

- Schedule a professional deep cleaning & carpet cleaning.
- Repaint in neutral colors if needed.
- Remove or secure any valuables.
- If there is anything attached to the house (light fixtures, window treatment, tv mounts) that you want to keep, remove them before listing or send me a list of those items.



LIVING ROOM

- Make the space cozy & inviting, discard any furniture or decor that is not in good shape.
- Consider removing personal photos.
- Remove as much clutter as possible.



KITCHEN AND DINING

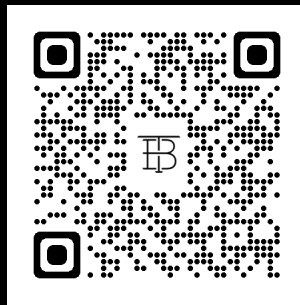
- Clean appliances inside & out & ensure they are in working order.
- Keep counters & surfaces as clear & empty as possible.
- Set the table for formal dinner to help potential buyers envision entertaining here.



BEDROOMS AND BATHROOMS

- Organize closets & declutter.
- Organize furniture to make all bedrooms look and feel spacious.
- In the primary bedroom, create well-defined sitting, sleeping, and dressing areas if possible.
- Remove any rust & mildew, make sure tile, fixtures, shower doors, etc. are clean and in good condition.
- Replace loose caulking or grout.
- Make sure bathroom lighting is bright, but soft.

CONNECT



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