KORY WHITE
REAL ESTATE GROUP

Preparing your Home

to Sell Faster & For More

This brochure is designed to help you understand the process of selling your home, from initial consultation to closing. Please use the spaces provided to take notes, jot down important dates, and write answers to any questions that arise during our discussions. We look forward to working with you to achieve a successful and smooth home sale.

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ABOUT ME

There are hundreds of agents who can sell your home. It's important to interview your agent and decide who you want to market your listing, represent your best interest, and ultimately get your home sold for the most amount of money in the shortest amount of time. Here are some questions you can ask your prospective agents – I've provided my answers so you can see why I believe I'm the best for the job.

1. How long have you been in real estate?

I have been in real estate since 2003.

2. Are you a part-time or full-time agent?

I am a full-time agent.

3. What is your average days on market?

This alway varies by listing and the market.

4. What is your list-to-sold price ratio?

My list-to-sold price ratio is 90%.

5. Will I be working directly with you or a team?

You will be working closely with myself and my team.

6. Have you sold homes in this price range?

I have sold homes in all price ranges from lots under $100,000 to over $1M dollar properties.

ABOUT ME

With over 20 years of experience in the North Texas real estate market, I'm not just an agent—I'm an investor and strategist who started my career in 2003. Whether you're looking to buy, sell, relocate, or invest, I have the expertise to guide you every step of the way. From new home construction to residential and commercial leasing, I've done it all.

What sets me apart is my commitment to building lasting relationships with my clients. I don't just help you close deals—I work with you to create a plan that achieves your goals well beyond the transaction.

As a seasoned investor myself, I bring advanced strategies that give you an edge in the market, particularly if you're looking to maximize your real estate investments. And when it comes to finding answers or navigating challenges, my vast network of trusted agents, investors, lenders, inspectors, and attorneys ensures that no question goes unanswered.

In today's market, it takes more than just traditional methods to succeed. My expertise in internet marketing, print media, and social media gives me the reach to connect buyers and sellers far beyond what the average agent can offer.

I'm here to communicate, work hard, and prove that I'm the right choice to help you achieve your real estate goals. Let's get started and turn your vision into reality.

"The relentless pursuit of knowledge beyond your current understanding is the fuel for success. When combined with a relationship-driven sales approach, it becomes the formula for greatness." - Kory

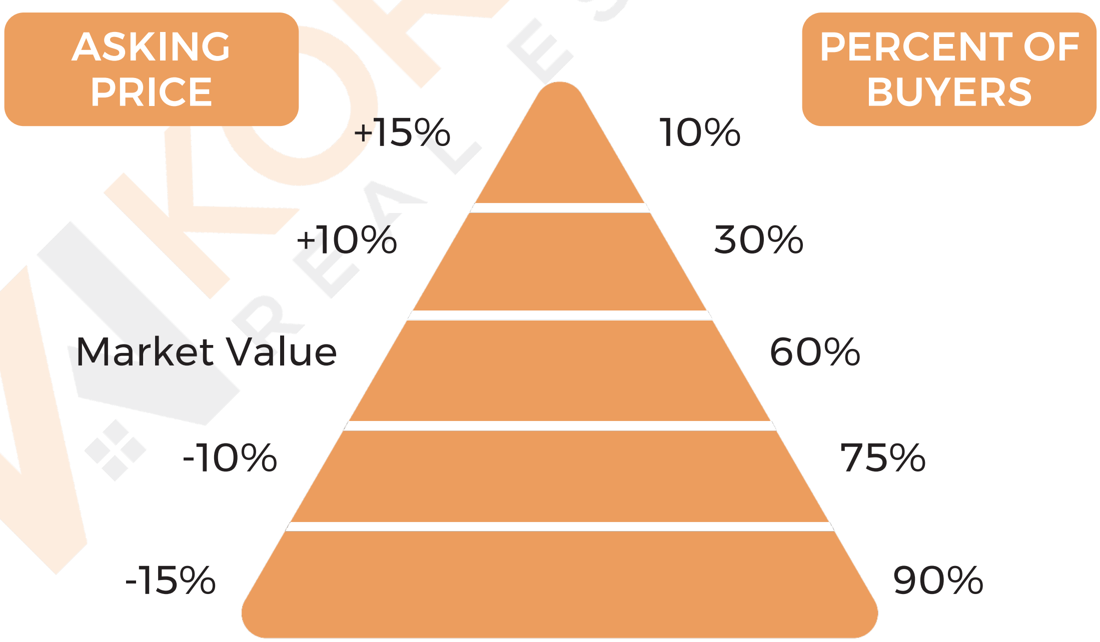
STRATEGICALLY MARKET YOUR HOME

It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:

- Properties that are priced right from the beginning typically sell for more in the end.

- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.



Below are the pros and cons of pricing your home above, below, or at market value.

Below market value

+ The home will receive high interest and a quick sale
+ You may get a multiple offer scenario, which may include offers higher than asking price

- Risk of having to sell at a lower price

At market value

+ No appraisal issues
+ Buyers and agents will recognize a fair price
+ Will appear on more relevant buyer searches

Over market value

+ If you have to receive a certain amount for the home

- It will take longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

STRATEGICALLY MARKET YOUR HOME

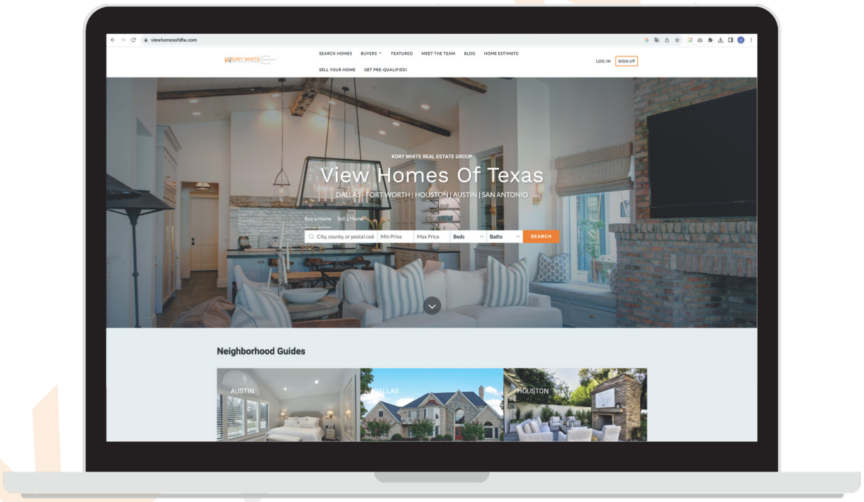
A Unique Strategy to Maximize Your Home's Exposure

We don’t just list your property; we launch it with a bang! Here’s our game-changing strategy:

Unmatched Agent Outreach:

We do something extraordinary: we text and email over 200,000 real estate agents in both Houston and Dallas about your property. This means that no matter which market you’re in, your listing will be seen by top agents in the two hottest markets in the nation.

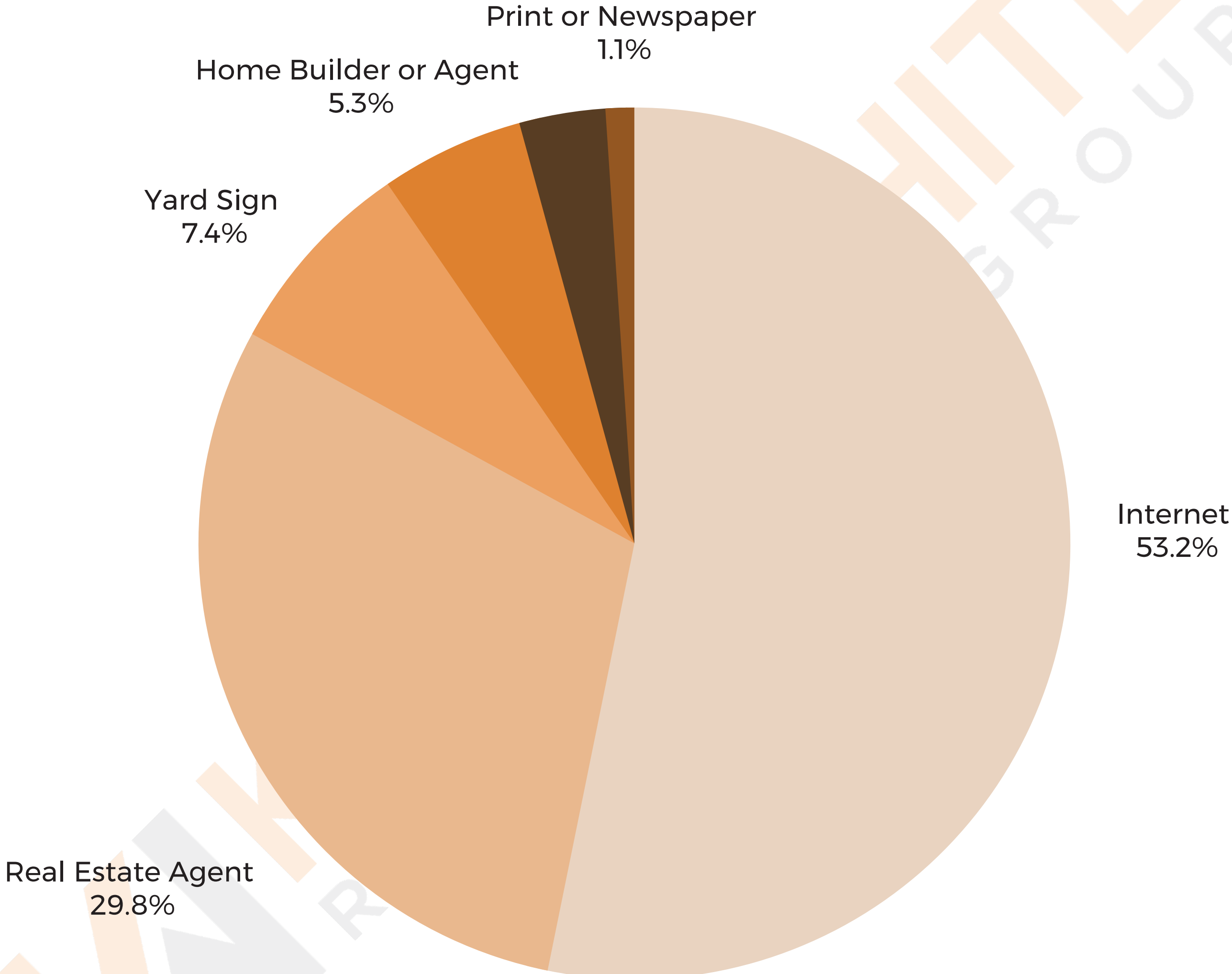
Houston and Dallas aren’t just any markets—they're powerhouse regions driving national trends. By tapping into these high-demand areas, we ensure your property gets maximum visibility and attracts serious buyers quickly.



Perfect MLS Criteria:

For your home to shine online, it’s crucial that it meets the perfect criteria in the MLS. If the listing is not optimized with the right details, it might not show up in the searches buyers are conducting. We ensure that your property is inputted and displayed correctly, overcoming this common hurdle to maximize its exposure.
This bold, proactive approach sets us apart and puts your property in the spotlight, giving you a competitive edge and the best chance of a swift, lucrative sale..

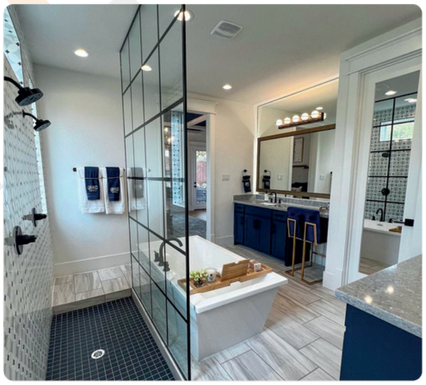
HOME BUYERS ARE SHOPPING ONLINE



Source: 2019 NAR Home Buyer and Seller Generational Trends

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS. **The photos to the left are examples from pervious listings of [mine/my team].**



What's Included in my Marketing Plan:

- Direct SMS text and email to over 200,000 agents in Houston & Dallas markets
- Displayed on brokerage website
- Displayed on my website
- Coming soon campaigns
- Virtual tours
- Broadcasted to 72,700 followers across social media platforms
- Facebook marketplace
- Craigslist & offer up
- Flyers & Postcards
- Professional photography (plus drone shots)
- Professional videography
- Open houses
- Yard sign captures

How Showing your Home Works

- Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

- We use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge.

- Leveraging Advanced Tools: Broker Bay and Showing Smart

To maximize your property's exposure and streamline the selling process, we use Broker Bay and Showing Smart. These advanced platforms centralize and optimize scheduling, provide real-time updates, automate confirmations, and collect feedback, ensuring efficient and effective showings. By utilizing these tools, we enhance your property's visibility, accommodate more viewings, and gather valuable insights, giving you the best chance of attracting serious buyers and achieving a successful sale.

- If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information back to you.

To maximize the effectiveness of showings and attract buyers, we use these key strategies:

- **Home Presentation:** Homes show best when the owner isn't present. If necessary, we'll work together to ensure a smooth experience for buyers.
- **Electronic Lockbox:** We use a secure electronic lockbox that notifies me whenever it's opened, ensuring that only authorized agents access your home.
- **Advanced Tools:** We use Broker Bay for DFW properties and Showing Smart for Houston properties. You will be invited to download these apps to view real-time feedback and requests, which helps streamline scheduling and enhance visibility.
- **Pet Management:** We'll coordinate the best care for pets during showings and provide feedback from each visit to refine our approach.

Why It Matters:

- **Maximize Exposure:** Homes with frequent showings are **30% more likely** to sell within the first 30 days. Increasing the number of showings can lead to a quicker sale.

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What to Expect Next

Negotiating Offers

When negotiating offers, we review key details such as price, contingencies, and financing. We work to improve terms, advise you on strategy, and ensure the buyer's ability to close. Once terms are finalized, we document everything to move smoothly toward closing.

In Escrow

Once the purchase agreement is signed by all parties, the buyers will deposit their escrow. These funds will be held by a third-party account until closing. If the buyer backs out of the sale for a reason not specified in the contract, the seller is typically entitled to keep the escrow money.

Contingencies

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close. A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward.

Closing Day

Once we get the clear-to-close, we will schedule a closing date with the title company. But wait, ONE more thing before you finally pop that champagne! The final walk-through: Right before closing, the buyer will have the right to walk through the home and make sure any agreed-upon repairs were completed and the property is in good condition.

AGENT RESPONSIBILITIES

STEP 1
Prepare Your Home for the Market

PROVIDE GUIDANCE:

Offer advice on necessary repairs, staging, and improvements to enhance marketability.

CREATE A GAME PLAN:

Develop and share a home prep checklist to help the seller prepare the home for listing.

SCHEDULE PROFESSIONAL SERVICES:

Arrange for professional cleaning and optional pre-listing inspections.

ORGANIZE STAGING:

Coordinate with staging professionals if staging is recommended.

STEP 2
Strategically Market Your Home

EXECUTE MARKETING PLAN:

Implement the marketing strategy, including professional photography, virtual tours, and listing descriptions.

MANAGE ADVERTISING:

Execute targeted digital and print marketing campaigns.

PROMOTE ON SOCIAL MEDIA:

Leverage social media platforms for increased exposure.

COORDINATE OPEN HOUSES:

Plan and promote open houses, and ensure they are effectively marketed.

MLS LISTING:

List the property on the MLS with detailed descriptions and attractive visuals.

STEP 3
Show Your Home

HOST SHOWINGS:

Arrange and conduct showings and open houses.

REVIEW BUYER QUALIFICATIONS:

Verify the financial qualifications of potential buyers to ensure seriousness.

NEGOTIATE OFFERS:

Review and negotiate offers on behalf of the seller, providing professional advice and guidance.

STEP 4
Sell It!

MANAGE THE CONTRACT:

Oversee the process of going under contract, ensuring all terms are properly documented.

OVERSEE PRE-CLOSING:

Ensure that all required tasks and inspections are completed before closing.

ASSIST WITH MOVING:

Provide resources or recommendations for moving logistics if needed.

COORDINATE WITH ESCROW:

Work with the escrow office to handle financial and legal aspects of the sale.

FACILITATE FINAL WALKTHROUGH:

Coordinate and assist with the final walkthrough to address any last-minute concerns.

SELLER RESPONSIBILITIES

STEP 1
Prepare your home for the market

- [ ] Consider Repairs: Address necessary repairs or updates to improve the home's appeal.
- [ ] Create a Game Plan: Develop a detailed home prep checklist, including staging, curb appeal enhancements, and necessary improvements.
- [ ] Professional Cleaning: Arrange for a thorough cleaning to ensure the home is in pristine condition.
- [ ] Home Inspection (Optional): Consider scheduling a pre-listing inspection to identify and resolve potential issues.
- [ ] Staging: Arrange for professional staging if needed to present the home effectively.

STEP 3
Show Your Home

- [ ] Maintain Home Condition: Keep the home clean, well-staged, and accessible for showings and open houses.
- [ ] Review Offers: Evaluate and provide feedback on offers received, and make decisions on negotiations.

STEP 2
Strategically Market Your Home

- [ ] Provide Access: Ensure the home is available for photography, virtual tours, and showings as scheduled.
- [ ] Open House Preparation: Make the home accessible and ready for open houses and private showings.
- [ ] Review Marketing Materials: Provide input on marketing materials and approve the final versions.

STEP 4
Sell It!

- [ ] Go Under Contract: Review and sign the contract once an offer is accepted.
- [ ] Complete Pre-Closing Tasks: Address any repairs or requirements noted during the inspection process.
- [ ] Prepare for Moving: Coordinate moving logistics and plan for your transition to the next home or phase.
- [ ] Final Walkthrough: Ensure the home is ready for the final walkthrough with the buyer.

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NOTES

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