

SELLER'S GUIDE



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SONNY MARTINEZ

Your Local Agent...Your Local Expert

I was born and raised in Irving Texas and I am very excited to be working as a Real Estate Agent. I think what excites me more is helping people find a great home that they enjoy as much as I do. Before I became a Real Estate Agent, I was a Band Director for over 27 years in the State of Texas. I recently retired from education in order to pursue a new venture and to have more time with my son who is a High School Junior in Northwest ISD.

I have an undergraduate degree from the University of Texas at Arlington and a Masters degree from Southern Methodist University. My pride and joy is my 19-year-old son who keeps me laughing all of the time. My goal is to be able to send my son to the Aggie Achieve Program at Texas A&M University .



My commitment as your Real Estate Agent

To serve the community as a leader in the real estate industry and as a friend and neighbor.

To always do the right thing, even if it isn't what is easiest.

To take care of your needs at the highest level through unparalleled professionalism and attention to detail.

To serve as a trusted local expert and adviser by your side.

To consistently and clearly communicate with you in the manner and frequency that you prefer.

To treat you and your family with straightforwardness, integrity, and respect at all times.

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from offer to closing and beyond.



THE LISTING PROCESS

We make the listing process, efficient, transparent, and simple. To ensure that your home sells at the highest price, in the quickest amount of time, we take the following steps:

1. WALKTHROUGH

We take note of the history, upgrades, finishes, and features of the home

2. ANALYSIS

We thoroughly research market trends, seasonalities, and data

3. VALUATION

We compare your property to those that have recently sold nearby

4. GUIDANCE

We give you guidance in the area of home staging and recommended improvements

5. MARKETING

We market the property to ensure the highest amount of visibility and exposure to qualified home buyers

6. COORDINATION

We coordinate and facilitate all property tours, private showings, and multiple offers situation with the buyers' agents

7. NEGOTIATION

We negotiate with buyers on your behalf to ensure the highest price and optimal selling conditions

8. PAPERWORK

We handle all contracts, paperwork, disclosures, legal deadlines, and filing in a timely manner



THE ART OF PRICING

Using strategic marketing and optimal pricing, we'll make sure your home is prepared to sell at the highest price in the quickest amount of time.

Some important factors are:

Bedrooms + Bathrooms

Location

Square Footage

Features and Finishes

Curb Appeal

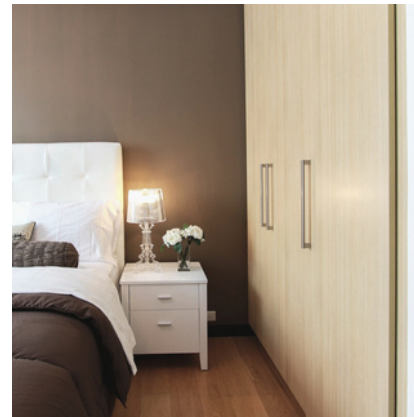
Condition

Homes Recently Sold Nearby

Homes For Sale Nearby

ONLINE MARKETING

Facebook Page
Facebook Ads
Facebook Groups
Instagram Profile
Instagram Ads
Website SEO
Blogging
Google SEO
Nextdoor App
Facebook Marketplace



Marketing your Home

Your listing is syndicated to hundreds of real estate websites.

Here are just a few:

Zillow
Redfin
Realtytrac.com
Trulia
Yahoo! Homes
Listhub
Realtor.com
Homes.com
HotPads
Oodle
Homefinder.com
Movoto



CLEAR COMMUNICATION



My real estate business is built on the concept of putting your needs first. And, an important part of that means that when you have a question or need support, I'm there.

When you choose to work with me, you can count on open and honest communication – in the frequency and format (text, email, phone, etc.) you prefer. I will answer your phone calls, emails, text messages promptly from 9 a.m to 7 p.m.

THE GOLD STANDARD

SERVICES PROVIDED | PRE-LISTING ACTIVITIES

THERE ARE 180 PRACTICAL TANGIBLE & CLEAR WAYS TO SHOW EXACTLY WHY YOU SHOULD HIRE ME AND WHAT YOU RECEIVE ONCE YOU DO. HERE ARE A FEW....



Plan and prepare

- MAKE LISTING APPT
- SEND CONFIRMATION OF LISTING APPT
- RESEARCH COMPARABLE PROPERTIES
- RESEARCH SALES ACTIVITY FOR PAST 18 MOS - MLS & PUBLIC RECORDS
- REVIEW & DOWNLOAD TAX INFO
- OBTAIN SUBDIVISION LAYOUT
- RESEARCH PROPERTY OWNERSHIP/DEED TYPE
- RESEARCH PROPERTY'S PUBLIC RECORD INFO OF LOT SIZE & HOME'S SF
- PERFORM EXTERIOR CURB APPEAL ASSESSMENT
- REVIEW LISTING APPT CHECKLIST
-AND MORE



Listing appt presentation

- GIVE OVERVIEW OF CURRENT MARKET CONDITIONS & PROJECTIONS
- REVEIW AGENTS EXPERIENCE
- PRESENT COMPARABLES
- OFFER PRICING STRATEGY
- DISCUSS SELLER'S GOALS TO MARKET EFFECTIVELY
- EXPLAIN AGENT'S ROLE I N SCREENING CALLS OF QUALIFIED BUYERS, CURIOSITY SEEKERS & OTHER AGENTS
- EXPLAIN AGENTS AVAILABILITY
- REVIEW LISTING CONTRACT & OTHER RELEVANT DOCUMENTS
- DISCUSS CONDITION OF HOME & STAGING/VIRTUAL STAGING
- ...AND MORE



Listing agreement signed

- REVIEW CURRENT TITLE INFORMATION
- DETERMINE IF MEASUREMENT OF HOME NEEDS TO BE DONE
- MEASURE INTERIOR ROOMS OBTAIN CURRENT SURVEY CONFIRM LOT SIZE PER SURVEY
- REVIEW SURVEY FOR EASEMENTS, UNRECORDED PROP LINES OR AGREEMENTS
- AGREE ON SHOWING TIME WINDOW WITH SELLER
- PREP SHOWING INSTRUCTIONS FOR BUYER'S AGENTS
- IDENTIFY CURRENT HOA MGR FROM SELLER
- VERIFY HOA FEES WITH MANAGER
- OBTAIN SELLER'S UTILITIES SUPPLIERS
- OBTAIN AVERAGE 12 MONTH UTILITY COST
-AND MANY, MANY MORE



Enter Property into MLS

- PREPARE MLS PROFILE SHEET - QUALITY CONTROL
- ENTER PROPERTY DATA PROFILE INTO MLS
- PROOFREAD MLS DATABASE LISTING FOR ACCURACY & FUNCTIONALITY
- ADD PROPERTY TO ACTIVE LISTINGS LIST
- PROVIDE SELLER WITH COPIES OF SIGNED DOCS
- PROVIDE SELLER WITH MLS PROFILE SHEET DATA
- PREP ADDITIONAL PHOTOS TO USE FOR FLYERS DISCUSS EFFICACY OF PANORAMIC PHOTOGRAPHY
- ...AND MORE

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Marketing

- CREATE SM & INTERNET ADS
- COORDINATE SHOWINGS - RETURN BUYER/AGENT'S CALLS & SOLICIT FEEDBACK
- INSTALL LOCKBOX FOR SHOWINGS
- INSTALL LISTING SIGN IN YARD
- PREPARE MAILING & CONTACT LIST
- PREPARE SM POSTS
- PREPARE JUST LISTED POST CARDS
- ORDER JUST LISTED POSTCARDS
- CREATE SCHEDULE FOR MARKETING CAMPAIGN
- REVIEW COMPARABLES DAILY TO REMAIN COMPETITIVE
- ARRANGE PRINTING OF MARKETING MATERIAL
- DOOR KNOCK HOMES IN SURROUNDING AREA (IF APPLICABLE)
- UPLOAD LISTING TO COMPANY WEBSITE

Marketing con't...

- MAIL JUST LISTED CARDS TO SURROUNDING AREA
- CONTACT REFERRAL NETWORK
- PROVIDE MARKETING DATA TO BUYERS COMING FROM REFERRAL NETWORK
- PREPARE LOOK-BOOK FOR SHOWINGS
- UPDATES CONVEYED TO ALL OUTLETS/GROUPS
- STATUS CHANGES IN MLS AS CONTRACT PROGRESSES
- REGULAR WEEKLY UPDATE EMAILS/CALLS TO SELLER
- ...AND MORE

Offers & contract

- SET UP EMAIL TO RECEIVE OFFERS
- RECEIVE & REVIEW ALL OFFERS SUBMITTED
- OBTAIN QUALIFICATION DOCUMENTS FROM BUYERS AGENT
- CREATE MULTI-OFFER SPREADSHEET GIVING SUMMARY & NET SHEET OF ALL OFFERS (IF NECESSARY)
- COUNSEL SELLER ON OFFERS
- CONTACT BUYER AGENTS TO DISCUSS OFFER
- CONTACT LENDERS TO CONFIRM QUALIFICATIONS OF BUYER
- NEGOTIATE ALL OFFERS ON SELLERS BEHALF
- PREPARE AND CONVEY ANY COUNTEROFFERS, ACCEPTANCE OR AMENDMENTS
- DELIVER EXECUTED CONTRAC TO ALL PARTIES
- ADVISE SELLER ON BACKUP OFFERS
-AND MANY, MANY MORE

Track loan process

- TRACK TIMELINE OF LOAN
- FOLLOW LOAN PROCESSING THROUGH TO UNDERWRITER
- ADD LENDER & VENDORS TO TRANSACTION MGT PROGRAM
- CONTACT LENDER WEEKLY & REQUEST STATUS
- NOTIFY SELLER OF FINAL APPROVAL OF LOAN ONCE RECEIVED
- ...AND MORE

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Home inspection

- COORDINATE SCHEDULING OF HOME INSPECTION WITH BUYER AGENT AND SELLER
- REVIEW REPAIR REQUEST
- REVIEW INSPECTION REPORT IF PROVIDED BY BUYER
- UPDATE STATUS IN MLS
- EXPLAIN SELLER'S CONTRIBUTION LIMITS & ANY CLAUSES PERTAINING TO REPAIRS
- RECOMMEND/ASSIST SELLERS IN FINDING CONTRACTORS TO PERFORM ANY REQUIRED REPAIRS
- NEGOTIATE REQUESTED REPAIRS
- COORDINATE SUBMITTING RECEIPTS TO BUYERS AGENT FOR ANY REQUIRED REPAIRS
-AND MORE

Appraisal process

- CONFIRM APPRAISER HAS BEEN ORDERED BY LENDER
- CONFIRM DATE/TIME OF APPRAISAL
- ADVISE SELLER HOW TO PREPARE FOR APPRAISER
- PROVIDE APPRAISER WITH COMPARABLES & LISTING PRICE JUSTIFICATION
- ASSIST SELLER IN APPRAISAL NEGOTIATION IF NEEDED
- ASSIST SELLER IN FINDING CONTRACTOR FOR ANY LENDER REQUIRED REPAIRS
- ...AND MORE

Closing preparations & duties

- COORDINATE CLOSING TIME/DATE/LOCATION
- COORDINATE REMOTE CLOSING IF NEEDED
- I UPDATE CLOSING FORMS & FILES
- ENSURE TITLE HAS ALL DOCUMENTS, AMENDMENTS, ADDENDA, ETC NEEDED FOR CLOSING
- REVIEW CLOSING DISCLOSURE FOR ACCURACY
- CONFIRM CLOSING DATE/TIME WITH ALL PARTIES
- REQUEST FINAL NUMBERS FROM ESCROW AGENT
- TRACK TITLE COMMITMENT TIMELINE
- CONFIRM BUYER/BUYER'S AGENT RECEIVED TITLE COMMITMENT
- REVIEW CLOSING DOCS
- COORDINATE SELLERS NEXT CLOSING & RESOLVE ANY TIMING ISSUES
-AND MANY, MANY MORE

Follow-up (after closing)

- COORDINATE LEASEBACK TRANSITION
- SEND NOTIFICATION OF FUNDING
- ASSIST IN ANY AFTER CLOSING ISSUES OR QUESTIONS
- INSERT SELLER ON MPG CLIENT VIP LIST FOR FUTURE SURPRISES, FUN & UPDATES
- ...OF COURSE - THERE IS MORE ;)

CLIENT TESTIMONIAL

"I was Sonny's first client. It was evident that the skills he learned as a teacher applied to Real Estate as well. He was detailed and kept us in the loop from start to finish. His positive energy made us feel at ease from start to finish. I highly recommend Sonny as your Real Estate agent."

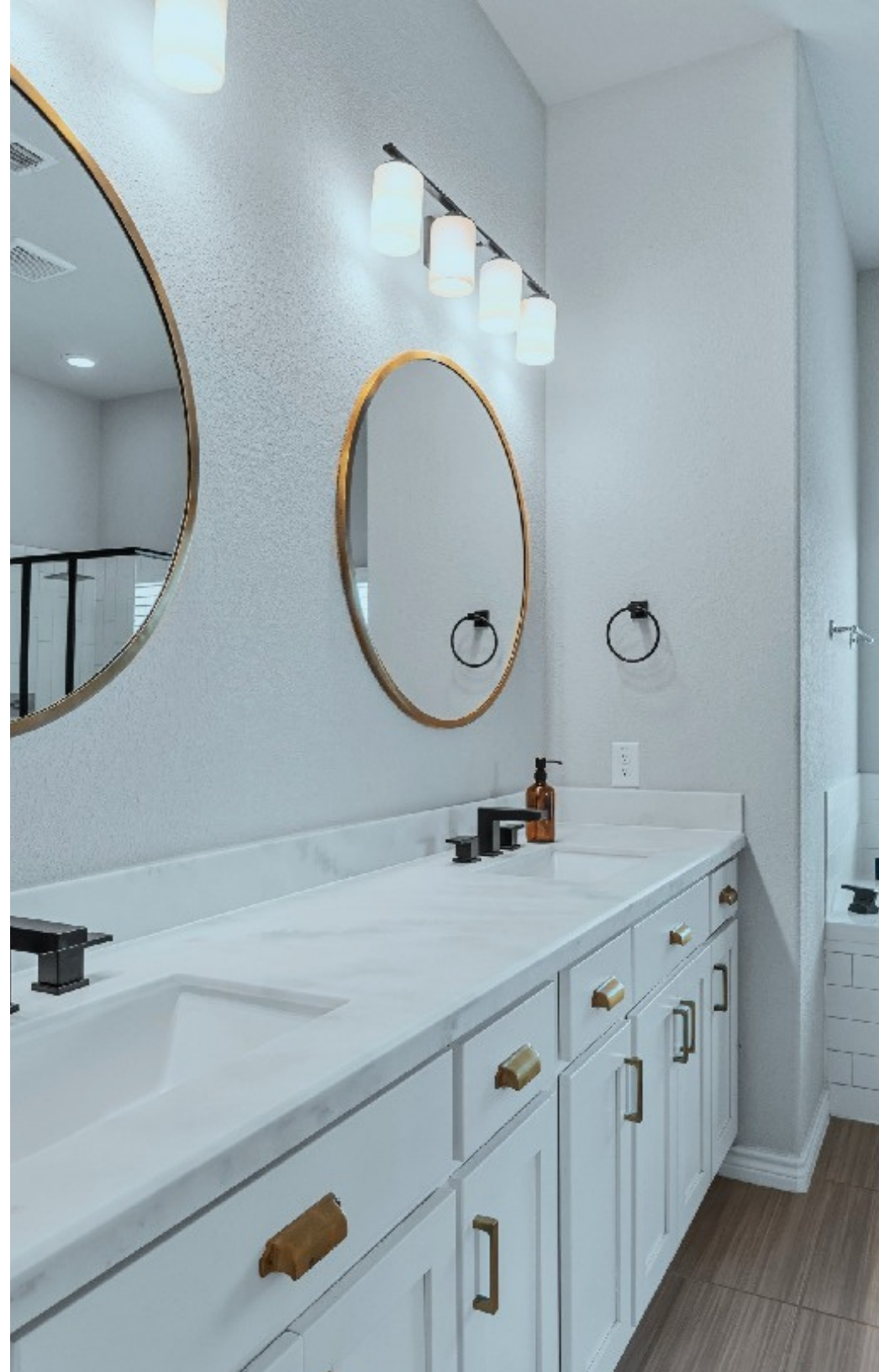
Amy | Keller, Texas



CLIENT TESTIMONIAL

"Sonny came as a recommendation from one of my best friends. Since we were in a hurry to sell, Sonny was at our home doing a free evaluation within three hours after our initial contact. Taking his advice about getting a home ready to sell brought in a buyer that paid well over asking price. It was a great surprise for us and we were so happy with the offer on our home. He definitely took the stress and worry away from us."

James and Linda | Denton, Texas



CLIENT TESTIMONIAL

"Sonny was a Rockstar Agent for me. This was a very hard sell for me because my home meant so much when it came to memories and my neighbors. When I had some down moments, Sonny would come to the rescue and spend time listening and assuring me all will be well and that the change in my life would be positive and the best thing for me. He spent a lot of time to help me prepare my home for sale as well as keeping me sane when I had down moments. He definitely went above and beyond the call of duty for a Real Estate Agent. He even helped me find a luxury apartment that I now enjoy".

Claire| Haslet, Texas



Real Estate in all of us...

"Real estate cannot be lost or stolen, nor can it be carried away. Purchased with common sense, paid for in full, and managed with reasonable care, it is about the safest investment in the world."

Franklin D. Roosevelt

"The ache for home lives in all of us. The safe place where we can go as we are and not be questioned."

— Maya Angelou
