

Professional Help When Selling Your Home

Secrets That No One Else Told You About Selling Your Home

I can tell you the secrets, but “seeing is believing.” So watch my detailed, behind-the-scenes video to see for yourself the common reasons why a home is hard to sell. This will be an eye-opener for you as we go “behind the curtain” to show you the secrets that you don’t know about real estate. **See for yourself a real-life example of how common mistakes can hinder your success when selling any home.**



**Common Reasons
Why a Home is
Hard to Sell**

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KELLERWILLIAMS.

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Go to www.KatyHomesForSaleTX.com/sell-my-home

Talk to a Katy & Sugar Land local expert
Sheila Cox at 832-779-2890

www.KatyHomesForSaleTX.com and www.SugarLandTXHome.com

Three Service Levels Available

Call Today to Choose Your Service 832-779-2890 or
Email me at scox@SugarLandTXHome.com

No one-size-fits-all approach. Choose the plan that meets your needs.
Get discount rates from a full-service real estate agent.

	Bronze	Silver	Gold
Total Sales Commission*	4.5%	5.5%	6%
Listed on MLS**	√	√	√
Professional For Sale Sign in Front Yard	√	√	√
Lock Box on Door	√	√	√
Automated Appointment Scheduling Service	√	√	√
15 Photos on MLS Listing	√	√	√
Contract Negotiations	√	√	√
Online Contracts and Signature Service	√	√	√
Decluttering & Staging Advice/Plan		√	√
30+ Professionally Enhanced Photos		√	√
Detailed MLS Photo Descriptions		√	√
Weekly Showing and Activity Reports		√	√
Market Watch Emails (to monitor the competition in area)		√	√
Walk-through Video			√
Staging Service***			√
Advertised on Social Media			√
Monthly Check-Up for Cleanliness (if vacant)			√
Detailed explanation of these services at https://www.katyhomesforsaletx.com/sell-my-home			

*Total Sales Commission = Listing Fee + Buyer's Agent Fee. You pay one total sales commission to Keller Williams Southwest and they share 3% of that sales commission with the buyer's real estate agent/broker. Buyer's agents expect this compensation for assisting their clients in the purchase of your home (or they are not motivated to show your home).

** Listing your home on the MLS (Multiple Listing Service) advertises your home to the 34,000+ real estate agents working with home buyers in the Houston region. Plus, it automatically sends your home listing to all the other real estate websites including: HAR.com, REALTOR.com, Zillow, Trulia, Redfin, and so on (including brokerage websites like Keller Williams, Coldwell Banker, RE/MAX, etc.). Within a few days of being entered on the MLS, your home will be automatically listed all over the Internet... so buyers and their agents can easily see it.

*** Staging may not include every room of the home and is at the professional discretion of the listing agent, but the result will be to make the home as appealing as possible to potential home buyers.

Helpful Videos for Home Sellers

Go to www.KatyHomesForSaleTX.com/sell-my-home to view all these helpful videos and more!



Do You Need Help Getting Your Home Ready to Sell?

This video will show you many Before and After photos of a home I helped remodel and stage. You will also see the difference in “bad” photos and “good” photos when presenting a home for sale on the Internet.



Understanding the MLS and Why It's Important to Sellers

Ninety-five percent of home buyers look on the Internet for a home to purchase. Fifty percent of home buyers find the home they end up buying, on the Internet. Online websites get home listings from the MLS database... so it's important to list your home there first.



How To Price Your Home Correctly

Most home owners do not understand how to price their home correctly, so that it is in-line with the market and with lender appraisals. This video shows you how to correctly price your home.



How Are Real Estate Commissions Paid?

Many home owners do not understand how real estate commissions are paid. This video will show you exactly how commissions are distributed and give you some more information about this important topic.



Discount Agents vs. Full-Service Agents

This thought-provoking video shows, in detail, how you may actually cost yourself thousands of dollars by using a discount agent instead of a full-service agent. There is more to a Seller's Net than the sales commission!

Prioritized Checklist

Get Your House Ready to Sell



This list shows the items that you should check on your home **in the order of priority**, based on time and budget. You may not be able to do everything, so start at the top of the list and work your way down until you run out of time or budget.

Always keep your price-point in mind when making updates... don't put in \$500 light fixtures if your house's list price is in the \$200,000 range—choose \$60 light fixtures instead. Don't put in low-end laminate counter tops if your home is in the \$300,000+ price range.

I highly recommend that you consult with me first, before you do any updates to your home. Some things


will not add any value to your home—so find out first, before you waste your remodeling budget. Keep in mind that very taste-specific updates (like new, designer, purple carpet) may actually decrease your home's value.

NOTE

This list is not guaranteed to add value, increase the price, or decrease the sales time of your home. Each home and each market is different and there are many variables that effect the value of your specific home.

The Must-Haves (Unless Your Are Selling a "Fixer Upper")	
	A/C and furnace are working properly. Get serviced.
	Lights in every room work properly—all bulbs are "bright white" and work properly. (Tip: Use as bright a light bulb as each fixture allows.)
	Sinks, toilets, bath tubs, and showers are clean and work in every bathroom.
	All kitchen appliances are clean and work properly.
	Kitchen sink and disposal are clean and work properly.
	All doors open and close properly and locks are easy to unlock.
	Garage door (if applicable) works properly.
	Roof does not leak and there are no water marks on ceilings.
	Yard is properly graded and there are no drainage problems around the home.
	None of the windows in the home are leaking, cracked, or broken.
	Foundation issues have been addressed by reputable company with transferrable warranty.
	Settlement cracks in sheetrock (interior) or brick mortar (exterior) have been repaired.
	Overall, the <u>interior</u> of the house is clean, decluttered, and odor-free.
	Overall, the <u>exterior</u> of the house (and pool) is clean and the yard looks neat and trimmed.

The Basics To Get an Appropriate Price in Your Market

	<p>Carpets and floors are cleaned and unstained—if not, clean or replace with a neutral color. Remove all rugs. (Tip: Rent a carpet cleaner from your local grocery store for low-cost carpet cleaning.)</p>
	<p>Walls are clean and without marks—if not, clean or paint with a light, neutral color.</p>
	<p>Kitchen sink and faucet are clean and up-to-date and in good condition.</p>
	<p>Kitchen does not have outdated wallpaper—if so, either remove it or seal seams and paint over it.</p>
	<p>Kitchen counter tops are clean and up-to-date and in good condition.</p>
	<p>Kitchen backsplash is a neutral color—if not, replace or paint (using proper technique).</p>
	<p>Kitchen cabinets are clean and up-to-date and in good condition. (Tip: Updating the hardware/handles on cabinets is an easy way to update. Always update with brushed nickel hardware.)</p>
	<p>Kitchen appliances are clean and up-to-date, match, and in good condition. (Tip: If you have dark cabinets, then choose stainless or black appliances. If you have light cabinets, then choose stainless or white appliances.)</p>
	<p>Bathroom sinks, tubs, showers, and faucets are clean and up-to-date and in good condition.</p>
	<p>Bathrooms do not have outdated wallpaper—if so, either remove it or seal seams and paint over it.</p>
	<p>Bathroom counter tops are clean and up-to-date and in good condition.</p>
	<p>Bathroom cabinets are clean and up-to-date and in good condition. (Tip: Updating the hardware/handles on cabinets is an easy way to update. Always update with brushed nickel hardware.)</p>
	<p>Bathroom mirrors are clean and in good condition. (Tip: Use inexpensive molding to frame worn or outdated mirrors... just cut, paint, and glue to mirror.)</p>
	<p>The front porch light, address numbers, doorbell, front door, and door hardware are all in excellent condition.</p>
	<p>All the light fixtures in the home are clean and up-to-date. (Tip: Just switching out the light globes on ceiling fan kits can update a light fixture.)</p>
	<p>All the door knobs in the home are up-to-date. (Tip: Replace tarnished, scratched-up, old door knobs to make the house look well-maintained.)</p>
	<p>All the light switch plates, and electrical outlet plates in the home are in top condition. (Tip: Everything a Buyer touches—door knobs, handles, light switches—should be in the best condition possible.)</p>
	<p>The fireplace is clean and up-to-date. Remove old, outdated fire screens if necessary.</p>
	<p><i>I provide my clients with a lot of helpful information! This checklist, and the home remodeling worksheet on the next page, are just a few examples. --Sheila</i></p>

Extra Touches That May Help Sell Faster

	The landscaping in the front yard is very appealing, with fresh mulch and a little bit of fresh flowers.
	The landscaping in the back yard is very appealing, with fresh mulch and a little bit of fresh flowers.
	Closets are well-organized and half-empty.
	The home is furnished with modern, properly-sized furniture.
	The home is decorated with modern, properly-sized wall art.
	The home is decorated with modern window treatments.
	If the back yard/patio is a feature, then it has comfortable outdoor furniture to show it off.
	If there is a swimming pool, then it is clean and well-maintained.
	If the garage is a feature, then it is clean and well-lit. (Tip: Well-designed garages with extra storage areas add value to most homes.)

Major Improvements

	New, energy-efficient AC/furnace.
	New, energy-efficient kitchen appliances (especially stainless appliances).
	New roof.
	Hardwood and engineered wood floors... not laminate wood floors.
	Granite or quartz counter tops.
	Other energy-efficient items such as new windows, radiant barrier in attic, solar screens, etc.
	Sprinkler system.
	New, high-end cabinets in kitchen and bathrooms.
	New exterior paint.
	New siding—replace T111 or Masonite [®] with Hardiplank [®] .
	Plant trees for future value.
	Well-designed outdoor living areas including outdoor kitchens.
	Professional landscaping.
	New, energy-efficient pool equipment (if a swimming pool already exists).
	Exceptional trim work such as crown molding, finger molding, dentil molding.
	Professional looking built-ins in the study, gameroom, media room, family room, or master suite.
	Gas fireplace in the master suite.
	Media room that is properly wired for surround sound system.

*Most improvements do not add dollar-for-dollar to the final price of your home, but they usually add some value and may help your home sell faster.

Home Remodeling & Repairs Estimate

If you know there are some remodeling items that you want to do to the home, then you can use this worksheet to estimate those costs.

Item	Item Cost	Qty	Total Cost
Refrigerator	\$1,500-3,000		
Stove top or range	\$600-1,000		
Dishwasher	\$300-700		
Wall oven	\$800-2,000		
Built-in microwave	\$300		
Vent hood	\$300		
Kitchen counter top	\$30-80/ linear foot		
Kitchen sink/faucet	\$300-400		
Kitchen cabinet hardware	\$2-8 ea		
Kitchen light fixtures	\$50-125		
Master bath counter top/sinks	\$30-80/ linear foot		
Master bath faucets	\$60-150		
Master bath light fixtures	\$50-125		
Master bath (other)	get estimate		
Secondary baths: faucets	\$60-150		
Secondary baths: light fixtures	\$50-125		
Secondary baths: counters/sinks	\$30-80/ linear foot		
Secondary baths: cabinet hardware	\$2-8 ea		
Ceiling fans	\$100-300		
Chandelier or other large light fixtures	\$400-500		
Interior door knobs	\$15 ea		
Exterior door handles/locks	\$100-200 ea		
Repaint a small room (DIY)	\$25/gal	1-2 x	
Repaint a large room (DIY)	\$25/gal	2-3 x	
Replace carpet	\$3-8/sf		
Put in hardwood or tile floors	get estimate		
Roof	get estimate		
Resurface swimming pool	\$3,000-5,000		
HVAC System	get estimate		
Radiant Barrier	\$2,000-4,000		
TOTAL			

Reviews from Sheila's Clients

"Sheila was the best realtor we could have ever asked for. We could always depend on her to get the job done and she was always looking out for our best interests. I was going through the tragic loss of my mother during the sale and purchase of our home, and Sheila went above and beyond in ensuring that all was being taken care of and everything was moving along smoothly on BOTH ends. Where the other realtor failed during the process, Sheila jumped in to pick up the pieces and kept things moving along. She is dependable and trustworthy, and has great knowledge of the market and lenders. Her superb advice and expertise made the whole process, which could have been very stressful given the circumstances, move along as smoothly and possible. People like Sheila are few and far between, and we are so grateful that we had the opportunity to work with her." – Worley

"Sheila was OUTSTANDING!!!! Well beyond the call of duty!!!! I could not recommend any service provider higher, in any industry, that I have ever experienced." – Post

"In an age when good customer service is hard to find, Sheila is a gem. She handled both the sale of our old house and the purchase of our new one, and I was completely pleased with both transactions." – Compton

"Sheila is simply the best. She was our selling and buying agent and made what I wasn't sure was possible, happen. This was our second time to work with her and I would highly recommend Sheila to anyone." – Boykin

"Sheila is an experienced and knowledgeable realtor. She did a great job of shepherding us through the arduous process of a successful house sale. I would definitely recommend her services." – McNulty

"Have worked with on 2 real estate transactions. Her level of service and knowledge has not waived. Would recommend Sheila to anyone looking for a good quality service Provider who is honest and willing to ask tough Questions when needed." – Henry

"Sheila has a very outgoing personality and I found her very easy to get along with. She proved to be very professional and knowledgeable about Sugar Land real estate and I discovered many important things I did not know about before in respect of selling a property and buying a new one. Even though I was out of the country for a while, she took over my house and prepared it for the Open House and other showings until we received an offer. Thereafter Sheila very patiently helped me to find the right house for my needs. I would definitely recommend her to future buyers/sellers." – Mokwe



Sheila Cox
Overall Rating
4.99/5.0 ★★★★★

Overall Service Rating in each Category	
Competency	5.0/5.0 ★★★★★ Explained the process clearly, ensured paperwork was correct, used technology efficiently, negotiated effectively, exhibited attention to detail, represented and protected my interests
Market Knowledge	5.0/5.0 ★★★★★ Exhibited knowledge of the real estate market, the neighborhood and community
Communication	5.0/5.0 ★★★★★ Updated me regularly, responded in a timely manner, communicated with me in the way I wanted
My Experience	5.0/5.0 ★★★★★ Understood my needs, gave me personal attention, made me feel valued as a client, was on time and prompt. I would recommend this Realtor to a friend or colleague.

Sheila Cox

HAR Client Experience Rating
4.99/5.0 ★★★★★

"I'll help you get the RIGHT house in the RIGHT neighborhood at the RIGHT price. I've got your back."



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