PURE GOLD REALTY

Home Seller's Guide

Pure Gold Realty refining the way homes are bought and sold in Austin.

1410 W. 6th Street | Austin, TX 78703 | o: 512-467-4053 | www.PureGoldRealty.com

What Our Clients Are Saying...

"I give my highest recommendation for Pure Gold Realty. My husband and I found our agent to be very professional and personable. Whenever we had a question or request, she responded within the business day, usually within hours. She had an extensive understanding of the area's real estate market and presented us with a well-thought-out analysis of our property's market value and what would be required to sell our home from a marketing standpoint. At the beginning of our relationship she said that her goal was for us to be 100% satisfied, and I can say without reservation or exception that we were in fact 100% satisfied.

In addition to having a talented real estate agent, Pure Gold Realty is without question one of the best, if not THE best, in Austin. We have sold two homes with Pure Gold Realty with well-above-average results in terms of time on market, sale price, and ease of transaction. The team at Pure Gold Realty is attentive, responsive and honest."

-Nicole Bullard
Home Seller

"What we have experienced in the past from agents is a casual evaluation of our situation and the home we are going to sell. Instead, our agent went through all the different steps in the process, like showing us all the comps in the neighborhood and educating us with a thorough analysis of the market. He was so prepared, whereas I think a lot of other real estate agents really don't have that structure. The system in general was key to us getting the most money for our home.

Pure Gold Realty set our expectations well, and we listed our home at a price that we thought we would get. Instead, because of everything that they put into the situation, we got 4 offers in 3 days and sold our home for over our list price. It all happened very quickly. Pure Gold Realty blew away our expectations!"

-Logan and Kellie Wostal
Home Sellers

"I decided to work with Pure Gold Realty because they immediately responded to me. My agent was very thorough, explaining all of the different marketing elements that she would incorporate. She helped me decide on a good price for the house that would get a lot of showings.

Pure Gold Realty and their marketing team made all the difference in the world to get increased showings. My agent made suggestions to prepare the house, and they helped! Once we got the house staged, listed on the market, and the marketing started to take effect, we had a high volume of showings. We had people coming in on a consistent basis. We got multiple offers, and we were very happy with the price we received, since it was more than we expected. I highly recommend Pure Gold Realty to everyone that I know who's looking to sell their house!"

-Layne Brunner
Home Seller

Guaranteed Quality Home Listing System

We Develop Your Custom Sales Strategy

Our Pure Gold Advantage Listing system is designed to get you top dollar for your home. Our program is proven, repeatable and customized to every client. Your Pure Gold REALTOR® will assist you in assembling the plan to sell your home, help you get the home ready for sale, and then celebrate with you as you reap the rewards of a successful transaction.

When you hire Pure Gold Realty, you will realize the same benefits that all of our past, satisfied clients have found. They know that they can depend on us to get them the most money, in the shortest amount of time, with the fewest hassles. We are confident that we can provide you with that same superior level of service and care that we give to every client. If we don't, then you can cancel our agreement at any time. It's that simple. This same system propelled our founder, Chad Goldwasser, to the #1 ranking worldwide for his former company, and the #15 ranking worldwide in the real estate industry by *The Wall Street Journal*. Thank you for giving us the opportunity to serve you.

We are confident that we can provide a superior level of service and care. If we don't, then we don't deserve your business.

Streamline the Sales Process

Put more money in your pocket with the exclusive Hassle-Free Listing Home Selling System from Pure Gold Realty. Most brokers will charge you the same fee no matter how your home sells...even if you find the buyer. With the Hassle-Free Listing Home Selling System, you have complete flexibility.

Our Hassle-Free Listing Home Selling System offers benefits that ordinary agents do not. Our program offers a flexible commission to put more money in your pocket if you or your listing agent find the buyer, plus a cancel-anytime policy.

Let's examine one of our program's benefits: we allow you to cancel the listing at anytime. Most agents will not give the consumer this right. You might ask yourself why agents need to "lock you up" for four to six months. Why would they be afraid to give you the right to cancel? Our philosophy is that we would rather strive to earn your business every day. We are confident that we can provide a superior level of service and care. If we don't, then we don't deserve your business. It's that simple.

But really, you should hire us for the same reason that our past satisfied sellers have used us. They know that they can depend on us to get them the most money, in the shortest amount of time, with the fewest hassles.

The Future of Real Estate

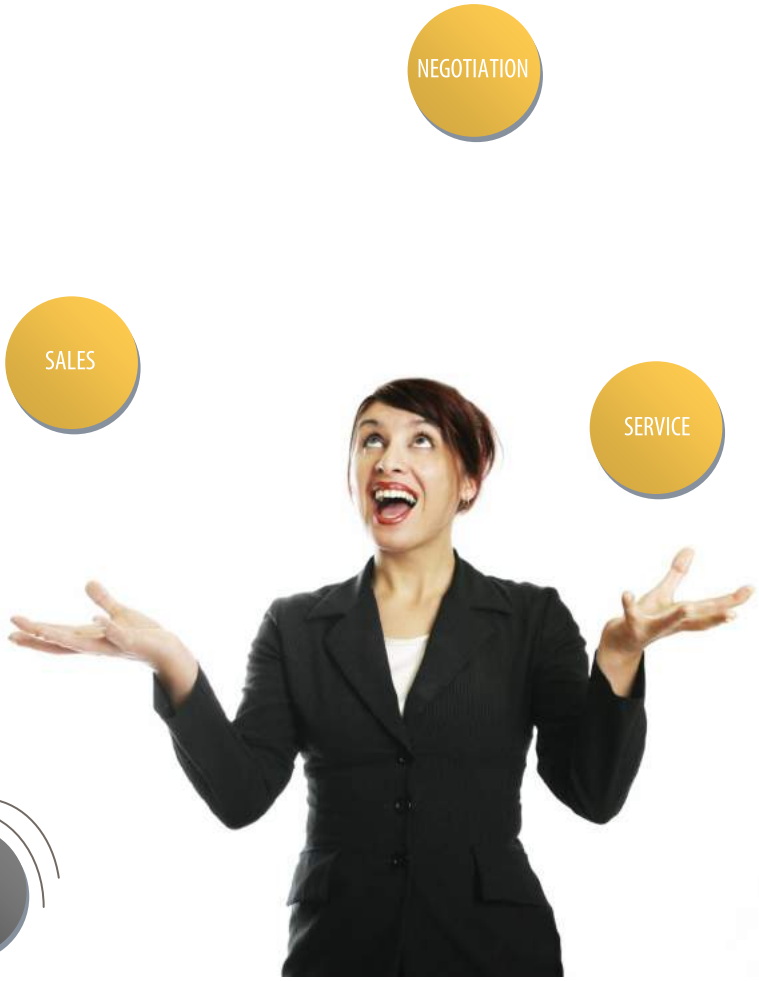
The Industry is Changing, and Pure Gold Realty is Ready!

The real estate industry has shifted away from primarily independent agents who are left on their own to manage all aspects of the real estate transaction to the team approach. At Pure Gold Realty, we have the training, the coaching, the systems, the technology, and the processes in place to help our agents succeed at the highest level.

Independent, typical real estate agents know the challenges of working on their own and juggling the hundreds of varied tasks associated with each real estate transaction. These solo agents typically work for a broker who provides no support. That's why Pure Gold Realty employs a full-time staff of administrative professionals to assist our agents and manage the hundreds of details involved in every listing of a property and home purchase. Pure Gold Realty's model allows agents to do what they do best - sell homes!

Our clients feel the difference!

TRADITIONAL REAL ESTATE AGENT



PURE GOLD REAL ESTATE AGENT

A Revolutionary Model

We Provide the Tools and Support to Ensure Your Success

How do you get the most money for your home? By creating demand! In order to sell your home for the most amount of money in the shortest amount of time, you and your agent must create demand by properly preparing the home for sale and exposing it to the highest number of qualified buyers. It's that simple. At Pure Gold Realty, we specialize in full-service, aggressive and proactive sales tactics and strategies designed to create demand, including our extensive online marketing strategies. Compare the services offered by Pure Gold Realty agents to those offered by a typical, traditional agent:

	AGENT COMPARISON	
HOME SELLING STRATEGIES	PURE GOLD AGENT	TRADITIONAL AGENT
Pre-Sales Marketing	YES	
Pre-marketing strategy to create early demand	YES	
Utilize market knowledge to determine potential market value – total market overview	YES	
ASP-certified home staging	YES	
Preview the competition	YES	
Review the Sales Strategy	YES	
Implement sales process and procedures to manage incoming leads, conversions, contracts and closing	YES	
Receive, follow-up with, and convert prospective leads using team approach	YES	
Lead Management Strategy	YES	
Systematically follow up on every lead from every source every time	YES	
Automatic action plans for every lead hit	YES	
Agent showing follow-up systems	YES	
Reporting Strategy	YES	
System for capturing incoming phone leads, including date and time of call and phone number	YES	
Weekly contact with the showing feedback	YES	
Marketing Strategy	YES	
High-quality photos shot by a professional photographer	YES	
Professional home flyers	YES	
Professionally designed and crafted marketing collateral	YES	
Exceptional reputation and identity within the real estate community	YES	
Internet Lead Generation Strategy	YES	
Thoughtful strategy to generate an inventory of buyer leads, including postings on ALL of the top real estate sites	YES	
Continuous Craigslist marketing	YES	
Support and Customer Service strategy	YES	
Full-time marketing specialists trained in online marketing, contract management , SEO and systems analysis	YES	
Full-time lead management team following up on every lead	YES	
Full-time listing manager to keep you informed of all activities	YES	
Full-time closing manager who monitors every aspect of the transaction and holds all parties accountable to their promises so that you close on time	YES	
Highly trained and knowledgeable agents focused on customer service	YES	

"We recently relisted our house for sale and were hoping to get a fresh start and some new momentum. Our house had been on the market for 6 months, and while we did get a few positive comments, we did not get any offers. We spoke to several potential REALTORS® and selected Pure Gold Realty because they had a complete marketing plan to get our home sold.

One aspect of their plan was to get a professional staging consultant to go over our entire property. We felt our house was in good shape and clean, but the stager's trained eye pointed out several things we had not considered. After we spent the weekend making the suggested changes, we had several showings and all commented on how great the house looked.

Just two days after relisting our home with Pure Gold Realty and implementing their complete marketing plan, we received an offer on the house! Their service and skills made the difference, and gave us an edge over other houses around us for sale."

-Shannon and Katherine Siver
Home Sellers

The Pure Gold Advantage Listing System

A Proven System for Getting the Best Price for Your Home

Pure Gold Realty uses proven systems and strategies specifically designed to help you get the best price for your home. Our consumer-focused and professional approach helps sellers feel safe, secure, and confident with one of the biggest decisions of their lives.

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Our system has helped us sell well over 5,000 homes. What does that mean for you? The best experience in the industry. Your agent will work with you to **plan** your sale by collecting information and developing a home sale strategy. They will then help you **get the home ready** for sale, apply high-impact marketing tactics, aggressively and proactively market your property, then we will celebrate with you as you **reap the rewards** of a successful sale.

Phase 1: Plan

Collect Information and Develop Home Sale Strategy

Careful planning is the foundation for a successful home sale. Much of the planning stage will involve gathering information about you, your time frame and your home so that we share a clear picture of how we are going to successfully get you the best price for your sale. Based on this information, we will work together to set great expectations about the home selling process.

> Careful planning is the foundation for a successful home sale.

This planning phase includes: learning about your needs, conducting a best price analysis, conducting a home staging consultation (recommended) and pre-inspection (recommended), and a review of the competition. At the end of the planning stage, we will have enough information to help you get the best price for the sale of your home.

Assess Home Seller's Needs

Our agents are best able to serve our clients when we get to know them and understand their unique needs. Therefore, it is important to begin by making sure you and your agent understand and agree to the objectives for your home sale. When do you need to move? Why are you moving? What are your financial goals from the sale? What concerns do you have about the home selling process?

Many sellers are understandably concerned about selling their home. When you work with Pure Gold Realty, you can be confident in our ability to plan every aspect of your home sale, so you can be free to start looking at your next move!

The first step In planning to sell your home is to discuss your specific needs and goals with your real estate agent.

"My Pure Gold Realty agent was a super partner in the sale of my home. I was impressed from the start . They were very prepared when we first met to set the list price of my home, and they lived up to my expectations. When we received offers, they helped me evaluate and respond. They returned all calls very quickly, answered all of my questions, and assisted me throughout the process. We had a signed contract within seven days, and closed quickly thereafter with absolutely no hassles! I recommend Pure Gold Realty to anyone wishing to have first- class service in the sale of their home."

-Pat Brand
Home Seller

"Thank you for your service. Your kindness, patience, and understanding are greatly appreciated. You helped the moving process go much smoother. I am grateful for all of your professionalism and knowledge about real estate. In the future, we look forward to working with Pure Gold Realty again."

-Louis and Monica Leichter
Home Sellers

"I thank Pure Gold Realty for the excellent effort they made in assisting me with the sale of my home. It was a trying and difficult time, due to the fact that I was in the middle of a divorce. It was my pleasure to work with a group of people that showed a true commitment in advertising, open houses, listing and overall service. My agent was very patient. Her professionalism and commitment to making the sale happen went far beyond what any reasonable person could expect."

-Home Seller

Conduct Best Price Analysis

Before your home goes on the market, it is critical to know where you stand among the competition. One of the keys to getting you the best price for your property is to have an agent on your side that knows the market thoroughly and understands the competition to strongly negotiate the best price possible for the sale of your home. A typical real estate agent merely averages out the most recent home sales in your neighborhood to give you a price. At Pure Gold Realty, we realize that this is just scratching the surface of an appropriate, high-level, sophisticated analysis. Our in-depth market research will analyze the marketplace - both locally and nationally - with an eye on determining how to get you the best price for your home. We begin by reviewing national factors that affect all buyers and sellers, including price trends, stylistic trends, and financing conditions that could affect your sale. Then, we will thoroughly examine the local marketplace in your neighborhood and employ a comprehensive system to study data on recent sales most relevant to your home. The result is a comparative market analysis that is unmatched in the industry.

Factors that Affect the Value of Your Home:

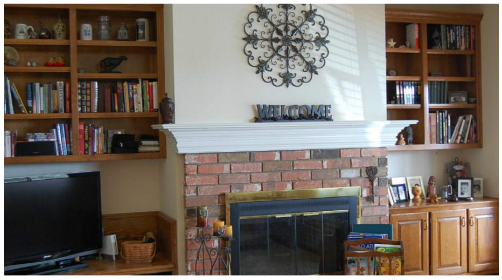
- Location
- Competition
- Supply and Demand
- Mortgage Market
- Economy
- Condition
- Style

Factors that Do Not Affect the Value of Your Home:

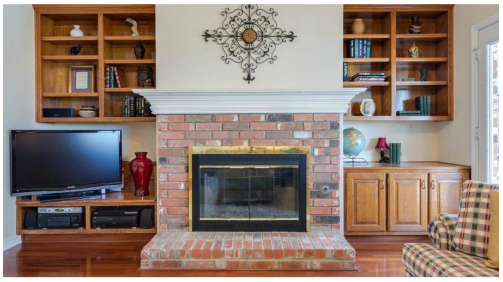
- Your Cost and Needs
- Personal Aesthetic Improvements
- Reproduction Cost
- Assessed Value
- Your Emotions

Conduct Best Price Competition Review

In order to accurately price your home to receive the best price, we must intimately know our direct competition. A typical real estate agent will look at your competition online but will never go and actually view the properties. At Pure Gold Realty, we believe this is a must. Your agent will visit the properties most likely to compete with your home to make sure it is priced and staged correctly so that your property stands out from the competition and demands the best price.



BEFORE STAGING



AFTER STAGING

Perform Initial Seller's Consultation

This stage of the planning process is all about communication. Your agent will meet with you to tour the property and assess its features and its condition relative to other homes for sale in the area. After determining your needs and objectives, we will review the details of Pure Gold Realty's proven three-step process for home sellers. We will share with you the results of our market research, including comparable homes (active listings, pending listings, and sold properties), time on market, and the area's absorption rate (how quickly the current inventory of homes is being sold). Armed with this information, we will discuss and determine the best price range for your home and come up with a game plan to get you the best price for your property.

Review Net Analysis

To avoid financial surprises and to better determine your goals, we will calculate all investments and fees and show you anticipated profit from the sale of your home.

Complete Homes Sales Agreement

We will finalize our working arrangement by completing a standard listing agreement, authorized by the Texas Association of Realtors® (TAR). We will review it in detail with you to make sure all parties understand what is expected of them during the sale.

Conduct ASP Home Staging Consultation

Simply put, we want buyers to fall in love with your home! That's why Pure Gold Realty recommends that all home sellers have a professional home staging consultation. Statistics show that 95% of homes staged by an Accredited Staging Professional sell on average in one month or less, and for 7 percent more money. In fact, ASP-staged homes spend 80 percent less time on the market on average than non-staged homes. We will assist in scheduling the staging consultation, which will produce a list of recommend changes to enhance the appeal of your property. We've found that even the best homes benefit from this service. Pure Gold Realty maintains a reputation for having the best properties on the market. We pay attention to the details that allow our clients to sell their homes for more money than any other brokerage in town. Staging is one of those details.

Complete Home Pre-Inspection

No home seller should be left in a weak negotiating position by heading into a transaction blindfolded. Yet 97% of real estate agents do not recommend that their sellers have their home pre-inspected.

One staggering statistic is that more than 25% of all transactions fall through. A significant portion of these failed deals could have been saved if a pre-inspection had been conducted prior to entering the market. This is because pre-inspections identify any potential deal-killers and address them up front. The knowledge gleaned from the pre-inspection also puts sellers in a strong negotiating position to get the best price.

Therefore, we recommend all of our listings be pre-inspected before moving forward with additional marketing of the home.

Phase 2: Get the Home Ready

Apply High-Impact Marketing Tactics

A key element in selling your home at the best price is having a carefully crafted marketing strategy for your property. The culmination of tested marketing strategies we provide for our listings attracts more buyers, creates more demand, and ultimately claims a higher selling price for your home. These same strategies are duplicated internationally by some of the best agents in the world.

> A solid and effective marketing plan helps attract buyers to your home.

Our agents and our highly trained marketing specialists play a key role in this phase of your home sale. However, we also need your support to make sure we have all the necessary information to market your home, and to ensure that your home is in the best condition possible to encourage a quick sale. We will work together to emphasize the greatest assets and features of your property to attract the greatest number of prospective buyers.

Launch Pure Gold Advantage Marketing Plan

Your agent and listing team will set the marketing wheels in motion by launching our listing plan to make sure everything is handled efficiently and professionally. Your listing coordinator will be in touch with you on a regular basis to make sure the entire process runs smoothly and remains on track. Our goal is to serve every client at the highest level and give them what they deserve. Most homeowners working with traditional real estate agents cheat themselves out of thousands of dollars in profits by not preparing their home properly. Don't allow yourself to be one of them!

Many sellers are understandably concerned about selling their home. When you work with Pure Gold Realty, you can be confident in our ability to plan every aspect of your home sale, so you can be free to start looking at your next move!

Initiate Home Warranty Protection Plan

Enjoy added peace of mind during the sale of your home with a complimentary home warranty protection plan to help minimize major out-of-pocket expenses while your home is on the market.

"From start to finish, my Pure Gold Realty agent was professional, knowledgeable, helpful, personable and always above board in every respect.

It was truly a pleasurable experience thanks to their abilities, knowledge and manner of handling details. I don't think there is any way that either my Pure Gold Realty agent or Pure Gold Realty could have improved upon anything. I would not hesitate to recommend Pure Gold Realty in the future. Thank you for a job well done!"

-Myra Schussler

Implement ASP Staging Recommendations

We will review the recommendations from the staging consultation and prepare a plan to implement them. The stager may recommend simple fixes, such as de-cluttering or rearranging some furniture, or the plan may also include more substantial recommendations such as repainting. In some cases, especially with vacant homes, you may wish to consider renting some furniture to give the home a more "lived-in" look.

Don't be offended if the recommendations do not exactly reflect your personal style. People live in their homes differently than they sell their homes, and our goal is to make your home appeal to the widest possible pool of likely buyers. Look at a builders model home to understand how you should stage your own and realize the most profit.

Remember, we want buyers to fall in love with your home! Work to engage all five senses to make your home inviting. The goal is to have all staging complete before the home is photographed, so that your home is showcased in the best possible light online, on flyers, and in virtual tours.

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Complete Recommended Repairs

Buyers evaluate homes based on condition, location, and price. We will review a list of recommended repairs necessary to get your home in the best condition possible. It is important to complete these repairs before your home is listed on the Multiple Listing Service and you begin receiving showings. Our Web site contains a list of service providers who can assist with repairs, if needed. Your agent can also help you to schedule and take the pressure off of you for all repairs and services.

Complete Property Profile

Your listing agent will tour your home and go through a 200 point checklist to make sure we have all the details for the listing of your home online. We will utilize this information to determine the most effective ways to market the property aggressively and proactively. This information will be used first and foremost to market your home on the Multiple Listing Service

Most homeowners cheat themselves out of thousands of dollars in profits by not preparing their home properly. Don't allow yourself to be one of them!

Develop Marketing Copy

Based on the information gathered during the planning stage, our marketing experts will develop copy to showcase your home's best features. This information will be included on flyers, on various Web sites, on an audio recording about your property, and on the Multiple Listing Service. Experience tells us which specific upgrades and features will help attract the most attention from buyers.

Complete Required Paperwork

Various paperwork is required before we can list your home for sale, including documents for our office use, as well as legal documents required by the Austin Board of Realtors and the Texas Real Estate Commission. In particular, pay special attention to the Seller's Disclosure Notice (which outlines certain details and any known defects with the property). Your agent will help you fill out this and other forms, and make sure they are turned in promptly before your home is listed on the MLS.

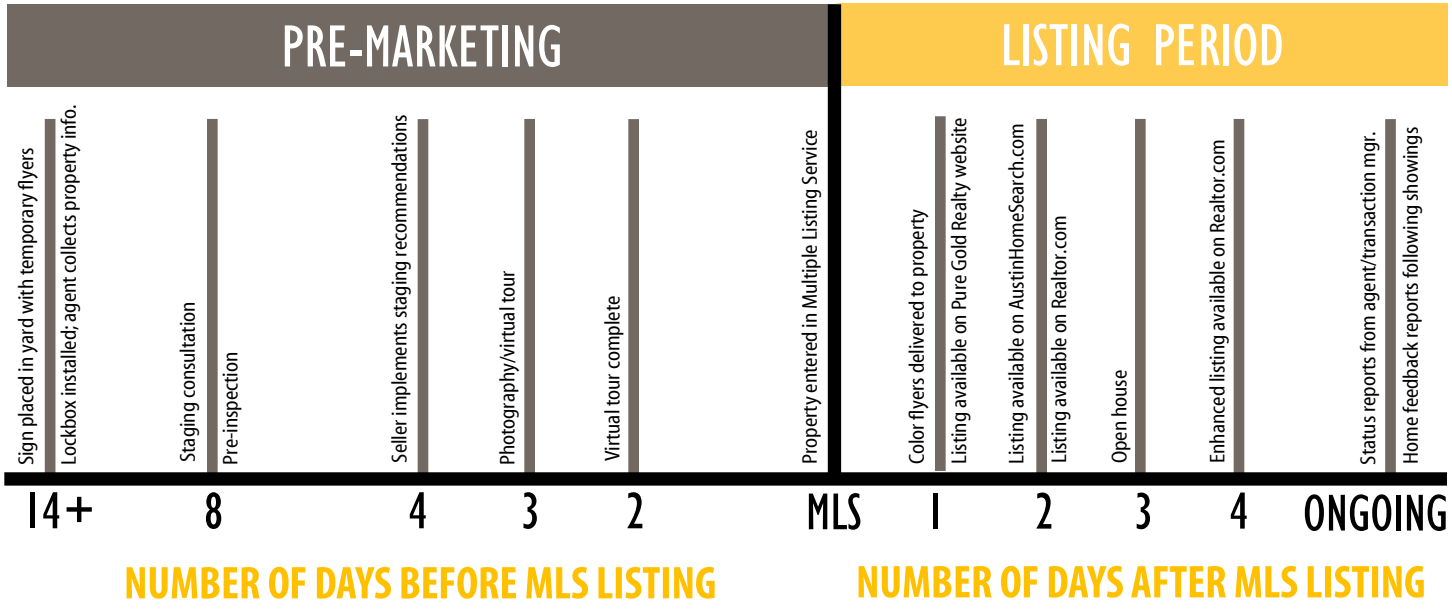
Perform Virtual Tour and Photography

Because 87% of home buyers now use the Internet to begin their new home search, it is imperative to have a high-quality virtual tour of your home available online. Our professional photographer will visit your home to take still photographs and 3 to 5 panoramic shots to enhance our marketing. If there are any particular views that you would like to have included in the photography, please be sure to notify your listing coordinator before the photography appointment.

Follow-up Home Visit and Final Pricing Consultation

When needed, we will meet again to review the condition of your home after the staging and repair recommendations have been completed to finalize the best price for your home. Statistics show that overpriced homes attract fewer buyers, spend more time on the market, and often fail to sell. Many sellers want the confidence of knowing that their home will sell quickly.

Marketing Timeline



Phase 3: Reap the Rewards

Execute Plan to Deliver the Best Price

You will benefit from your agent's personal attention and commitment to overseeing the entire process, plus the speed and expertise of an entire team.

There are hundreds of elements involved in a real estate transaction. You need a team of people that can respond more quickly and handle tasks more efficiently and effectively than one person. You will benefit from your agent's personal attention and commitment to overseeing the entire process, plus the speed and expertise of an entire team, all focused on getting you the best price for your home and ensuring a smooth transaction process.

At Pure Gold Realty, performance is where we really shine. Communication is key. That's why throughout the listing process, we work hard to keep you informed, offer you the best advice, and follow through on our promise to ensure a hassle-free closing.

At Pure Gold Realty, our people make the difference. With a positive attitude and a team atmosphere, we put our clients first and perform at the highest levels to sell your home.

"I am very pleased with my difficult choice to switch horses and relist. What sold me was when Chad Goldwasser called to preview my home. When I called him back to get his feedback, he explained that he was holding an open house in my neighborhood and he wanted to be personally familiar with all the other homes for sale in the area. This really impressed me, and I continue to be impressed and feel very confident that with this team, my home WILL sell! Thanks for your support and dedication!"

-Ginger Duval
Home Seller

Initiate Pre-Marketing Plan

Our pre-marketing plan creates a buzz around your property prior to listing it in the MLS. Inquiries from drive-by traffic and our inter-office property matching system create the best opportunity to sell your home fast and for top dollar.

Install Yard Sign and New to Market Flyers

We want to get a sign and temporary flyers in front of your home as soon as possible. Our temporary flyers advertise that your home is not yet listed in the MLS to give potential buyers the opportunity to see it before anyone else. Buyers perceive they are going to get the best opportunity by beating the competition. In reality, your home will be in top condition and they will pay top dollar to beat other buyers to it.

Design and Distribute Full Color Flyers

We create color flyers that will be placed at your home. We appreciate your input for the content of these flyers on the Marketing Information sheet provided by your agent. You know your home better than anyone! If you begin to run low, please contact your listing coordinator and we will have more delivered.

List Property on Multiple Listing Service (MLS)

We will submit your property to the Austin Multiple Listing Service. The service lists many details of your property, including list price and showing instructions. Nearly all of the 8,000+ real estate agents in Austin subscribe to the Multiple Listing Service and use it to locate homes for their clients.

Broadcast Listing Online

Most home buyers now use the Internet to shop for their next home, so your home's Web presence is critical! Through our cutting edge syndication system, your home will appear on nearly 30 of the top home Web sites. Among them are:

PureGoldRealty.com

Our Web site is a cornerstone of our business. With innovative technology, our site is among the best in the industry. Our goal is to attract buyers and keep them interested by providing relevant and accurate information about our listings and the local market. We capture contact information from a large percentage of the visitors to our site so that our agents can contact them personally to present your listing. Increasing quality traffic to our Web site is a top priority, and we see the results!

Realtor.com

Our clients' properties stand out to the 5 million-plus individuals per month who each spend more than 40 minutes searching for homes on REALTOR.com®. We differentiate our listings on REALTOR.com by making our clients' homes Enhanced Listings. These Enhanced Listings generate 116 % more clicks by offering custom showcase banners on the search results page, headlines to bring attention to the listing, additional photographs, and a link to the virtual tour of your property.

Craigslist.com

Craigslist is the number one site for online classified postings and should not be overlooked. New listings get the most attention in searches, so although it is time-consuming, we continually update the listing by posting your home listing to Craigslist every seven days until it goes under contract.

AustinHomeSearch.com

Provided by our local board of REALTORS®, this site gives visitors direct access to all homes entered in the Austin Multiple Listing Service.

Internet Syndication

Your home will be posted to more than 30 of the leading Internet sites in home search options.

Hold Open Houses

Open houses are valuable for gaining feedback on the price and condition of your home, as well as for building a database of people who are shopping for homes in your area. We are then able to keep in touch with these prospects and continue to drive them back to your home.

Schedule Agent Property Tour

Some parts of Austin and the surrounding areas have a bi-weekly property tour for Austin real estate agents, sponsored by various title companies. This gives us an opportunity to show your home to 10 to 20 agents at one time who deal with qualified buyers on a daily basis. As with open houses, property tours also provide valuable feedback about your home's price and condition.

Speed of Response Converts Inquiries to Showings

Research shows that speed of response is of utmost importance to home buyers. That's why our phones are answered Monday through Friday from 9 a.m. to 8 p.m., and on weekends from 9 a.m. to 6 p.m., by highly trained representatives to ensure that we are doing our best to convert every qualified inquiry about your home into a showing. Any calls not answered immediately are returned within 5 minutes on average. Compare that to the industry average of 17 hours!

Utilize Proactive Home Feedback System

We will contact every agent who shows your property to gather feedback about the condition, price, and staging of your home. Positive or negative, we will forward this information on to you as we receive it through a personalized account set up for you on HomeFeedback.com.

Your listing agent and listing coordinator will keep you up to date with status reports throughout the listing process.

Provide Market Status Reports

Your listing agent and listing coordinator will keep you up to date with verbal and written status reports throughout the listing process. You will be notified of any feedback from showing agents, and you will receive periodic statistical reports detailing how many people have shown an interest in your property through the Web (including Realtor.com) and by other means. We will also keep you abreast of changes in the market that may affect the marketing and sale of your home.

Generate Offers

All of our marketing efforts are aimed at driving qualified buyers to your home, and then encouraging them to submit an offer to purchase the property. A lack of offers indicates that there may be a challenge with either the condition or price of the home. If so, we may revisit staging or repair issues to enhance your home's appeal. From time to time, the market may signal that a price adjustment is warranted; if so, we will discuss this option with you and determine a plan of action.

All of our marketing efforts are aimed at driving qualified buyers to your home.

Skillfully Negotiate Offers

Certified Negotiation Experts

Negotiations can have an impact of more than 10% of the ultimate selling price of your home. Pure Gold Realty agents are trained as Certified Negotiation Experts, using a model based on collaborative, win-win thinking.

A Pre-Inspection Allows for a Stronger Negotiating Platform

Our negotiation strategy starts with preemptive negotiations. Statistics show that more than 25% of all home sales fall apart in escrow, usually because a seller is blind-sided by deal-killers that arise from the buyer's inspection. If the deal doesn't fall apart, it is usually saved at a very high price. A buyer typically asks for $3 to $4 off the negotiated selling price for every $1 in cost of repairs found by their inspector.

If a seller knows the condition of their home from a pre-inspection and makes needed repairs prior to putting it on the market, they stand to save many thousands of dollars. Like a chess game, it is important to stay five steps ahead of the buyer at all times.

Extensive Market Knowledge

We constantly preview, study, and expand our knowledge of the local and national real estate market, enabling us to strongly defend the best price for your home.

"We want to thank Pure Gold Realty for the successful sale of our house. The sale would not have been finalized were it not for the hard work and dedication of our listing agent. She went above and beyond the call of her duties as a Realtor, and has made the transaction so easy and smooth. Her dedicated service and professionalism is truly an asset to your company. We would definitely recommend her and your team to anyone we know who's interested in buying or selling their property. Thank you again, and we wish you continued success!"

-Todd and Lili Larson
Home Sellers

Manage All Closing Activities

Receipt Contract with Title Company

We will deliver and receipt the offer with the title company within 48 hours of all parties signing and agreeing to the terms. The title company will send copies of the contract to you.

Confirm Payoff on Current Mortgage Note

To ensure a smooth closing, we will confirm that the title company has all the information they need about your current mortgage loan, including payoff information.

Confirm Loan Approval, Inspection, and Appraisal are Underway

We will work with the buyer's agent and lender to ensure all approvals and underwriting are being completed in a timely manner. We will also confirm the buyer has arranged for a property inspection and the lender has ordered the appropriate appraisals.

We are continually in contact with you, the buyer's agent, the title company and the buyer's lender.

Negotiate Terms of Amendment

After the buyer has an inspection conducted on your home, they will likely present an amendment to the contract. They will request that you complete repairs on items that the inspector determined needed attention. We will recommend whether you should counter the amendment, accept the amendment, or reject the amendment and under what terms.

Sellers to Arrange for Repairs and Services

If you choose to accept the terms in the amendment, you may have to make some repairs to your home. We will recommend service providers if you need referrals.

Sellers to Arrange for Disconnect of Utilities

Contact your utility companies and notify them to disconnect service the same day that you are closing on your home.

Review Title Commitment

A copy of the Title Commitment for the property will be delivered to you, our team, the buyer, and the buyer's agent. We will review the document for you, looking for signs of any liens that will not be satisfied by closing proceeds including tax liens and mechanic liens. Among other items, we will also review the Title Commitment for evidence of non-resident alien status. Any of these items could interfere with our ability to close on the sale of your home if not remedied in a timely manner.

Arrange for Closing

We are continually in contact with you, the buyer's agent, the title company, and the buyer's lender during closing preparation. We will coordinate everyone's schedules and arrange for a mutually acceptable closing time.

Review HUD 1 Delivered by Title Company

We will review the final paperwork provided by the title company prior to closing to ensure you receive all entitled proceeds.

Provide Closing Status Reports

You will receive verbal and e-mail status reports as needed. We will not leave you wondering about the next step!

Preparation Checklist

One key to achieving the best results with the Pure Gold Advantage Listing System is home preparation. All homes should be stages by an Accredited Staging Professional. Begin preparing for your staging consultation by completing the following:

INTERIOR

- ☐ Have carpets cleaned and re-stretched or replaced if worn or dated.
- ☐ Clean or have house cleaned (top to bottom, base-boards and ceiling fans).
- ☐ Pack away all small collections and jewelry.
- ☐ Wash windows inside and out.
- ☐ Clean out and arrange all closets.
- ☐ Complete all minor repairs, fix nail holes, and apply touch-up paint
- ☐ Touch up all painted trim where needed.
- ☐ Replace all burned out light bulbs. Use a higher watt-age in rooms with only one light fixture.
- ☐ Polish all doorknobs and hardware in all rooms. If you have brass fixtures, it's worth the investment to replace them.
- ☐ Remove a majority of your personal photos; leave out just a few to represent a loving home.
- ☐ Remove stuffed trophy heads and/or animal collections of any kind.
- ☐ Limit toys to one toy box or storage area and pack the rest away.
- ☐ Put away any boxes. The only things that should be on the floor are furniture.

KITCHEN

- ☐ Remove all kitchen appliances from counter tops.
- ☐ Keep all food items off the counter.
- ☐ Remove all magnets and papers from the front of the refrigerator, and all food and other items from the top.
- ☐ Replace old stove drip pans, and for older stoves, add new burner covers; it helps them look newer.

BATH

- ☐ Remove all personal items from bathroom countertops.

EXTERIOR

- ☐ Remove all window screens.
- ☐ Place the screens in the garage where they are visible so the buyer will see them.
- ☐ Plant flowers in pots outside by the front door and along sidewalks and landscaping beds.
- ☐ Add mulch in landscape beds.
- ☐ Power wash patios, walkways and driveway.

GARAGE

- ☐ Clean out the garage and remove all the "extras." Leave only tools, lawn equipment, bikes & cars. It's key to show that at least one car does fit in the garage.
- ☐ If both sides of the garage are full, rent mini-storage.

PETS: They should not be in the home during showings. If you are gone during the day, consider a crate, kennel, or dog run while the house in on the market. Over 50% of buyers are allergic, dislike, or are afraid of pets. Some buyers won't buy or even enter a home with a pet.

SMOKERS: Over 75% of buyers will not buy a home that they think has been smoked in. Freshly painting the entire interior and new carpeting are your best chance for the best price! Do not smoke in the home while on the market, and remove any ashtrays or other signs of smoke.

10 Critical Questions to Ask When Interviewing an Agent

Choosing the right real estate agent to represent your interests is the most important step to ensuring your real estate transaction will be successful. Here are 10 questions you should ask all prospective Realtors. If the person you are interviewing falls short and can't substantiate or hedges in any way, you're interviewing the wrong one! Make sure an agent can back up any and all statements. Take a "show me" attitude; you have a great deal riding on their ability to sell your home!

Consider the following:

1. Is the candidate a full-time or part-time agent?

You should only be looking for a full-time committed real estate agent who relies completely on the income they earn by selling real estate to support themselves and their family. An agent who also earns income outside the real estate industry will not feel as significant of a financial hit by not selling your home as they would if they relied completely on the income from your home sale to support themselves financially. Some part-timers are just dabbling in the business to make a little extra money or because they aren't good enough yet to make a living full-time. You'll want someone who lives, eats, and breathes real estate.

2. What is the agent's definition of "work"?

During the period from 1995 to 2005, an agent did not have to "work" to make a reasonable living. With the drastic changes in the market, hundreds of thousands of agents who never learned how to work are in a panic and are paralyzed with fear about what to do to get a home sold. There are more than 10,000 licensed Realtors in the Austin area, with the majority of them closing only 1-2 sales per YEAR! Be sure you are hiring an agent that has the experience, systems & processes to ensure you get your home sold.

3. How many homes has the agent sold in the last consecutive 12 months?

This is important to ask because it demonstrates an agent's track record. Don't allow an agent to skip over this question; make sure the agent has documented proof of their sales track record. An agent or team selling less than 15 homes per year may be operating on a part-time basis or is highly inefficient at generating buyers for their listings. Can you imagine hiring a doctor for open heart surgery who has performed less than 15 operations in the past year? Would this make you more or less comfortable with their abilities?

4. Does the agent have a clear and defined plan of action that states exactly what will be done to sell your home?

This is a big one. This is where you find out if an agent relies on passive or active marketing techniques. Passive marketing is where an agent lists the home, puts a sign in the yard, enters it into MLS, runs a newspaper ad or two, and sits waiting for a buyer to call. Active marketing means an agent aggressively spends their time looking for and talking to people who want to buy and sell homes. There are a host of systems specifically designed to find and locate buyers. Make sure your agent identifies the exact systems to use.

5. How well does the agent know the market?

This is another big one. Your agent should know the answers to the following: How many homes are currently on the market? How many homes came on the market in the last 30 days? How many homes have sold in the last 30 days? Also ask agents for their average time on the market per home sale as compared to other agents and to the market as a whole. Based on these numbers, how many months of inventory are currently available to buy? This data is required to accurately price and strategically present the property to create a successful sale. An agent who is not evaluating the data on a regular basis would be like a doctor guessing how to treat you before examining you to see what was wrong.

6. Does the agent work alone or have a professional staff assisting throughout the entire sales process?

With all the activities required to get a home sold and closed in today's market, will the agent get bogged down with the day-to-day office activities? Make sure your agent has a paid staff including a listing coordinator, a closing coordinator, a receptionist/secretary, and an office manager. Would you rather your agent be out looking for and generating a buyer for your home, or be sitting in the office doing paperwork?

7. Is the agent involved in continuous ongoing training, along with regularly practicing and updating their skills?

The business of selling is very much like developing the skills of a professional athlete. Professional football players practice and update their skills 80 hours per week for a 60-minute game on Sunday. The morning after Tiger Woods wins an international PGA Title, he is out on the driving range practicing and updating his skills. Is the agent you are interviewing actively committed to ongoing training and updating their skills, or did they learn the business when it was easy and are just "winging it" today?

8. Does the agent represent themselves as a million dollar or multi-million dollar producer?

With median home prices approaching $250,000, a million dollar producer would only have four sales for the year and a multi-million dollar producer would only have eight sales per year. Too many agents actually believe people are impressed with these titles. As a seller, your concern should be that the agent you hire has a consistent track record that represents their ability to get homes sold.

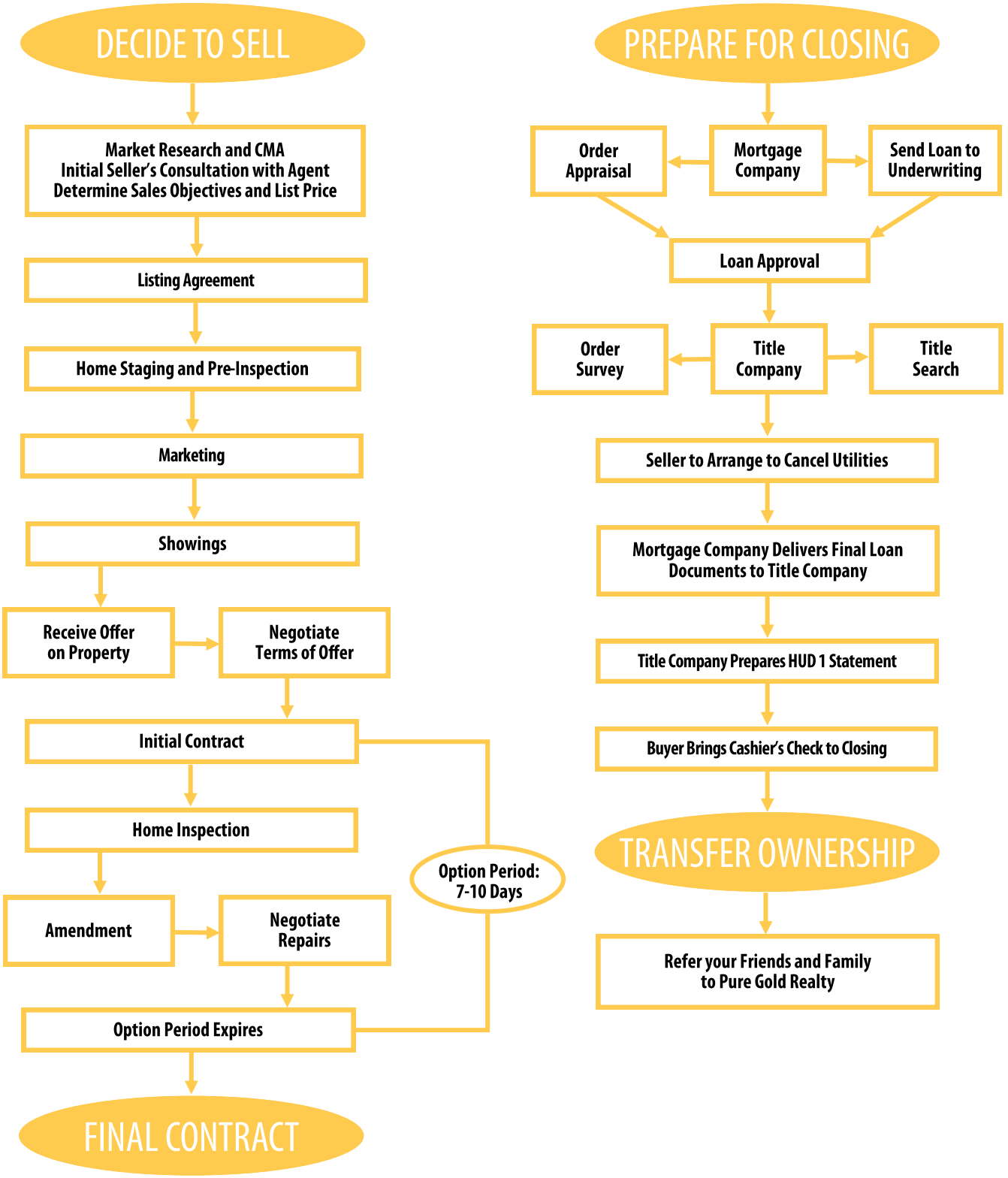
9. What makes the agent different? Why should you list your home with them?

This question really gets to the core of the agent's ability to communicate and to demonstrate how they can make your home stand out from the competition. There are several factors to consider in terms of making your home stand out. First, consider how you came in contact with the agent. How visible is that agent to the general public? Have you heard of the agent before? Additionally, there is a significant relationship between the agent's visibility and the agent's production. It seems like everywhere you look, agents are boasting about being #1. You have probably become immune to this information. If you are like most homeowners, you only care about the sale of your home. I'm sure you will agree that success in real estate means selling homes. If one agent is selling a lot of homes while another is selling only a handful, ask yourself why this might be. What are these two agents doing differently?

10. How long has the agent been practicing?

You'll probably want someone who is part of a team led by a highly experienced agent. In past years when the market was extremely "hot," thousands of agents entered the business and were able to sell homes in spite of their poor sales skills. Many agents today simply don't have the skills and knowledge necessary to get your home sold.

Home Selling Steps



Meet the Founder

Pure Gold Realty's management team is composed of visionary leaders whose brand promise to you is that we will continue to provide the best agents and service in the world!

Chad Goldwasser
Founder and Chief Executive Officer

Chad first entered the Austin real estate business in 1997 and by 2006 was leading the top team WORLDWIDE for *Keller Williams Realty*. In 2009, the team left Keller Williams and formed its own independent brokerage that was recognized by *The Wall Street Journal* as the #15 team industry wide, WORLDWIDE.

Today, Chad remains active in sales while promoting the company's much admired, service-oriented culture. Chad is also a globally recognized and sought-after public speaker who motivates and enriches lives through his talks about attitude, leadership, and personal growth. His first book about building a strong real estate business, *Some Assembly* Required, was published in 2009.

Client Services and Concierge Team

Pure Gold Realty's client services team is staffed by experienced, full-time professionals who are experts in their respective fields, thus offering you the most comprehensive, complete, and timely service available anywhere in the real estate business.

With many years of experience in real estate, the team of professionals assisting in the sale of your property is among the best! Countless details need special attention during a real estate transaction.

Realistically, no one person can be effective in all areas of real estate, including market research, negotiating, marketing, graphic design, copywriting, accounting, and transaction details.

Our team's specialized staff focuses solely on each phase of the real estate transaction and strives to be the best in the business at what they do. During the sale or purchase of your home, expect to be in touch with these dedicated professionals as they handle all aspects of the transaction.

Area Utility Providers

City of Austin

Electric

Austin Energy	512-494-9400
Pedernales Electric	512-331-8883

Water/Sanitation

City of Austin Utilities	512-494-9400

Gas

Atmos Energy	800-460-3030
Texas Gas Service	800-700-2443

Telephone

AT&T	800-464-7928

Cable TV

Time Warner Cable	512-485-5555 800-418-8848

City of Buda

Electric

Pedernales Electric	512-331-8883

Water/Sanitation

City of Buda	512-312-0084

Gas

CenterPoint Energy	512-392-6672

Telephone

Verizon Communications	800-483-4000

Cable TV

Time Warner Cable	512-485-5555 800-418-8848

City of Cedar Park

Electric

Pedernales Electric	512-331-8883
TXU Energy	800-242-9113

Water/Sanitation

Cedar Park Water Dept.	512-401-5300

Gas

Atmos Energy	800-460-3030
Texas Gas Service	800-700-2443

Telephone

AT&T	800-464-7928

Cable TV

Time Warner Cable	512-485-5555 800-418-8848

City of Georgetown

Electric

City of Georgetown	512-930-3640

Water/Sanitation

City of Georgetown	512-930-3640

Gas

Atmos Energy	800-460-3030

Telephone

Verizon Communications	800-483-4000

Cable TV

Cox Communications	512-930-3085

City of Kyle

Electric

City of Kyle	512-268-5341

Water/Sanitation

City of Kyle	512-268-5341

Gas

Entex	512-392-6672

Telephone

Verizon Communications	800-483-4000

Cable TV

Time Warner Cable	512-485-5555 800-418-8848

City of Leander

Electric

Pedernales Electric	888-554-4732

Water/Sanitation

City of Leander	512-259-1142

Gas

Atmos Energy	800-460-3030

Telephone

AT&T	800-464-7928

Cable TV

Cox Communications	512-930-3085

City of Pflugerville

Electric

TXU Energy	800-242-9113
Reliant Energy	800-218-7130

Water/Sanitation

City of Pflugerville	512-251-3076

Gas

Atmos Energy	800-460-3030

Telephone

AT&T	800-464-7928

Cable TV

Cox Communications	512-930-3085

City of Round Rock

Electric

TXU Energy	800-242-9113

Water/Sanitation

City of Round Rock	512-218-5460

Gas

Atmos Energy	800-460-3030

Telephone

AT&T	800-464-7928

Cable TV

Time Warner Cable	512-485-5555 800-418-8848

City of West Lake Hills

Electric

Austin Energy	512-494-9400

Water/Sanitation

ECO Resources	512-335-7580

Gas

Atmos Energy	800-460-3030

Telephone

AT&T	800-464-7928

Cable TV

Time Warner Cable	512-485-5555 800-418-8848

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