

JOCELYN DOOLEY

SELLER'S GUIDE

Your how-to-guide in how to make the most out of selling your property.



ABOUT US

WE ARE

Better Homes and Gardens Real Estate - Blu Realty

At Better Homes and Gardens® Real Estate, we believe your home is more than just a place to live—it's where life happens. We are passionate about helping you find the perfect space to match your lifestyle, right here in our community. With trusted guidance, local expertise, and a brand that's been part of American homes for generations, we make buying or selling feel simple and rewarding.

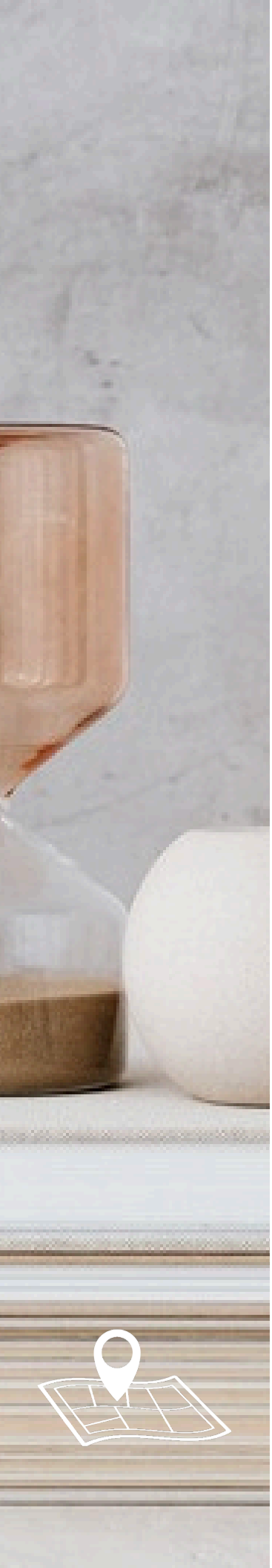
Better Homes and Gardens REAL ESTATE | BLŪ REALTY

Jocelyn Dooley



HELLO

HI THERE! I'MJOCELYN,A DEDICATED REAL ESTATE AGENT WHO'S PASSIONATE ABOUT HELPING PEOPLE NAVIGATE ONE OF LIFE'S BIGGEST DECISIONS — FINDING A PLACE TO CALL HOME. WHETHER YOU'RE BUYING YOUR FIRST HOME, UPGRADING, DOWNSIZING, OR SELLING, I'M HERE TO MAKE THE PROCESS SMOOTH, STRESS-FREE, AND EVEN FUN. AS A TEXAS TECH ALUMNI AND LOCAL HOMEOWNER I KNOW HOW AMAZING IT IS TO CALL LUBBOCK HOME. WHETHER YOU'RE RELOCATING TO LUBBOCK OR ARE A LUBBOCK LOCAL LET ME HELP YOU MAKE THIS NEXT MOVE THE BEST ONE YET!



HOME SELLER'S ROADMAP

01

Find Agent

Choosing theright agent tolist your home is essential to asmooth transaction. Ask about local knowledge, marketing strategy, and negotiation skills.

02

Pricing

Pricing your home appropriately is key to make sure it does not sit onthe market. An agent will provide you with a Comparative Market Analysis (CMA) for your property. Overpricing can lead to longer time on market; accuratepricing leads to quicker, stronger offers.

03

Prepare Your Home

Declutter and deep clean your home. Make necessary repairs or maintenanceupkeep (i.e, painting, landscaping, carpet stain removal). The curb appeal andfirst impression a buyer has walking into the home

matters!

04

Marketing

Themarketing plan will be executed by the real estate agent you choose. This can range from open houses, social media, door knocking, etc. It is important to ask your agent what their marketing plan is to ensure they are not just sticking a "For Sale" sign in your yard. Great marketing gets your home sold!

05

Listing

Your home is officially listed once your agent publishes the listing in theMLS (multiple listing service). The listing will also be reflected on zillow, homes.com, etc.

HOME SELLER'S ROADMAP

06

Showings

Be flexible with showing times for potential buyers. Keep the home clean and tidy prior to a scheduled showing.

Securevaluables and pets prior to the showing.

07

Offers

Your agent will review and explain the terms of the offer to you.Once you receive an offer (OR offers) your agent will guide you to select the bestoffer — not just the highest.

08

Under Contract

While under contract thebuyer willcomplete inspection, appraisals and finalize funding ifthey are securing a loan. If abuyer asks for repairs these will be completed while under contract.

09

Closing

Closing willtake placeat the agreed upon title companywhere final documents will be signed and keys will be transferred to the buyer. Proceeds from the sale will be distributed after closing is completed.



TEN STEPS TO SELL A HOME

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HOME IS WHERE YOUR STORY BEGINS





BETTER HOMES AND GARDENS REAL ESTATE
BLU REALTY

Preparing to Sell



FINDING A GREAT AGENT

finding a real estate agent that you trust and feel comfortable with is as hard asfinding the right houseto call a home. A purchase of this magnitude is a huge life decision and you want to make sure that your real estate agent is as invested in this sale as you are.

What sets me apart from other agents is my dedication to your home and setting you up for success in order to meet your goals. Sometimes there are hard conversations that need to be had, whether that may be the price your home will sell for or that maybe you love your green living room but future buyers may not. We will navigate the sale of your home together and I will set your home up for succes.

CONTINUATION...

Finding a Great Agent

- **INDUSTRY KNOWLEDGE**

Between myself & BHGRE - BLu Realty we have access to a wide variety of resources that is not readily available to the public. They can help you determine the best price and time to sell.

- **SMART NEGOTIATING**

With our collective experience and expertise, we can help you negotiate the best price for your home. My job is to ensure you receive the best possible offer on one of your biggest and most important investments.

- **PROFESSIONAL EXPERIENCE**

I am consistently attending trainings and workshops to ensure that I am updated on any changes in legal or administrative paperwork. I rigorously study the local and national market for current market trends to ensure my client's homes get priced to sell.

- **CUSTOMER SERVICE**

I am dedicated to helping you answer any questions that arise from this process and having quick response times to ensure you aren't left confused or wondering what is going on with your home.

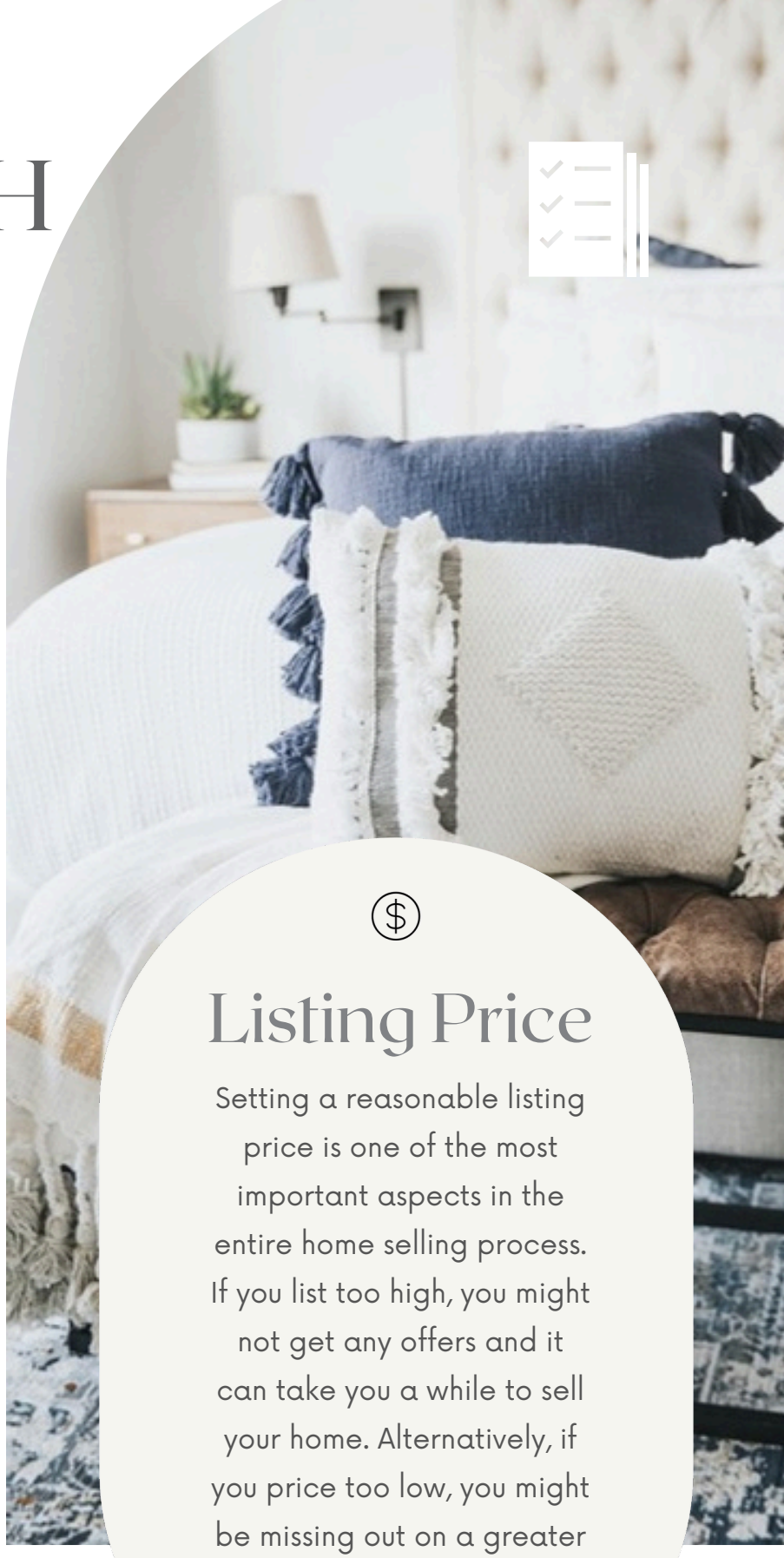


ESTABLISH A PRICE

WHAT DETERMINES THE PRICE?

You have two options in order to price your home for sale:

- You can engage with a third party home appraiser, who will perform an analysis on your home and the neighbourhood.
- You can get your real estate agent to perform an analysis on other homes for sale in the area.



Listing Price

Setting a reasonable listing price is one of the most important aspects in the entire home selling process. If you list too high, you might not get any offers and it can take you a while to sell your home. Alternatively, if you price too low, you might be missing out on a greater return on your investment.

PREPARE YOUR HOME

Replace or put away any personal photographs, memorabilia, and artifacts as it will look like clutterto a potential buyer. Additionally, replacing any decor that may not appeal to the general homebuyer.



HOME STAGING TIPS

- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- Staging is not a requirement, but another tool to help sell your home. If the decision is made to not stage your home it is essential that the home is decluttered and cleaned.

OUTSIDE THE HOME

- Take care of the landscaping (i.e.: cut the grass, water the flowers, trim the trees and bushes)
- Remove weeds
- Repaint or re-stain any porches, entry ways, and doorways
- Fill in any cracks in the driveway, sidewalks and foundation
- Clean out the gutters of any leaves or twigs
- Test all lighting fixtures and motion sensors



INSIDE THE HOME

- Repaint the home in a neutral color.
- Remove and replace any personal artifacts
- Find arrangements for pets and children, and remove toys and clutter from main spaces.
- Professionally clean carpet and upholstery if animals are present in the home.
- Clean baseboards, windows, inside oven, inside garage.

FINDING A BUYER



REAL ESTATE

MARKETING



MARKET RIGHT

Ensure your agent captures photos that market your home as bright, clear, and capture all angles.

Buyers will feel more comfortable with more photos.

MARKETING TIPS

- Ensure your agent is marketing you home on multiple platforms.
- Create a detailed and personal listing description that highlights what makes your home unique, showcases its best features, and helps buyers picture themselves living there.
- Keep your calendar as flexible as possible! You don't want to miss out on any opportunities!

LISTINGS

Congratulations! You haveofficially listed your home for sale.

My job is now to use my network to ensure that your listing is as visible as possible, and reaches the appropriate audience. Marketing for each home may look slightly different and the strategy will be personalized to your needs and market trends.



I pay for professional photos of ALL my listings and create personalized descriptions to keep your home clear, attractive, and relevant.

These are the first impressions of your home to a potential buyer and we want to make the BEST first impression.



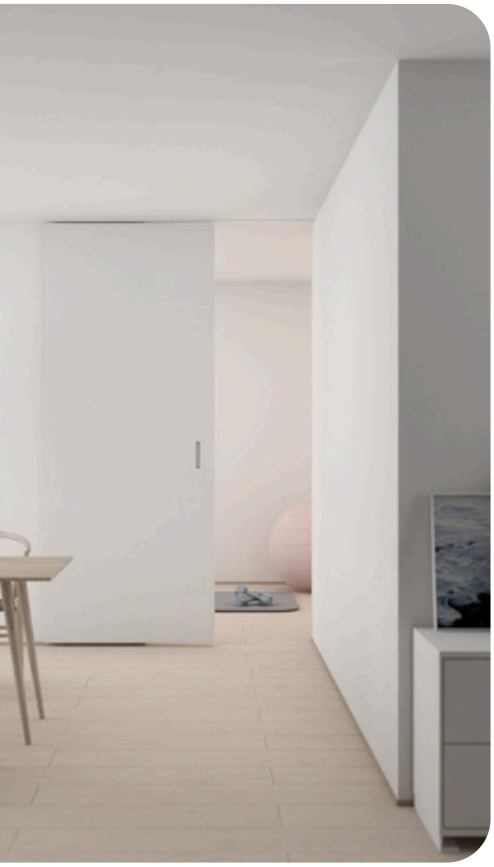
SHOWINGS

For the first few weeks/ weekends, make sure that your calendar is flexible for showings & open houses. This will help provide buyers a greater number of viewing options.

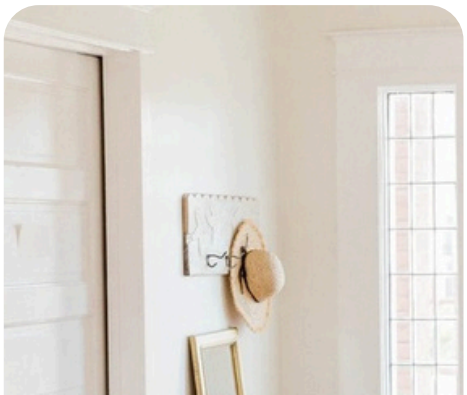
Private viewings as well as open house viewings will be set up during the first few weeks of listing your home. Statistically your home has the most views and traction within the first 10 days of your home being on the market

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.













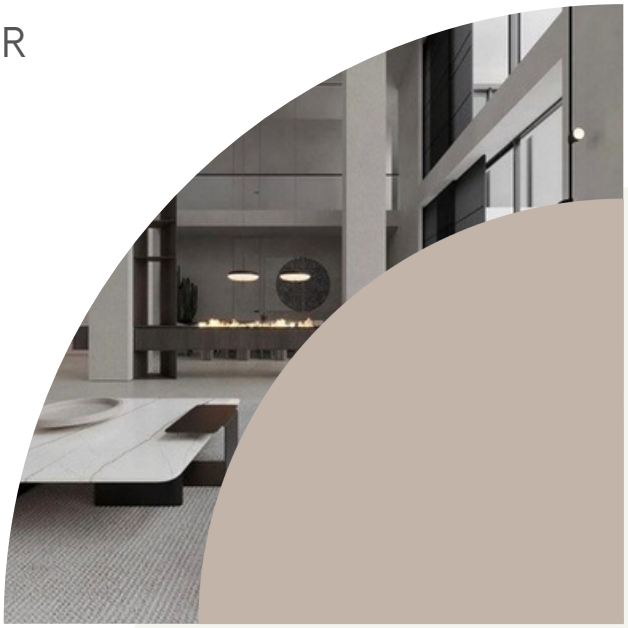
SHOWING CHECKLIST

IF YOU ONLY HAVE FIFTEEN MINUTES

- [ ] Make the beds and fluff pillows
- [ ] Throw away any garbage
- [ ] Empty out garbage cans and take out the trash
- [ ] Clean the countertops and put away dishes
- [ ] Declutter the home, remove any toys
- [ ] Turn on all indoor and outdoor lights

IF YOU HAVE MORE THAN AN HOUR

- [ ] Complete the above list (15 minute list)
- [ ] Vaccum, sweep and mop the floors
- [ ] Wipe all major appliances, glass, and mirrors
- [ ] Fold or hang up visible clothing nicely
- [ ] Dust any visible or reachable areas





FINAL STEPS

OFFERS & NEGOTIATIONS

Once you receive an offer/offers on your home there are a few options, to accept the offer, discuss, or make a counter- offer, or reject the offer. If you receive multiple offers, I will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.



UNDER CONTRACT

The offerwill officiallybecomebindingoncethe buyerandthe seller bothagreetothetermsin the contract (which includes theprice).

Some things that need to occur before the closing process can commence:

- Home inspection
- Make agreed upon repairs
- Title search
- Final walkthrough with the buyer





FINAL DETAILS

Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over. My job is to take care of the hiccups so you don't have to stress!

At this time you can start packing and moving into your new place!









CLOSING

Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

- The deed to the house will be delivered to the purchaser.
- The ownership is transferred to the purchaser.
- Any other documents including financing, insurance, and legal documents are exchanged and signed at the agreed upon title company.
- The negotiated purchase price is paid and any other fees (i.e. commissions) are paid.

Congratulations! You've sold your home!



RESOURCES

LANDSCAPING & OUTDOOR

Bautista Brothers 806.577.0585

Roots Lawn & Landscape..... 806.863.2651

Nathan Spencer 806.577.0093

Trey Addison 325.277.6850

ELECTRICAL & PLUMBING

Sparky's Electric 806.632.1733

Tim's Plumbing 806.535.1571

Earl's Plumbing 806.302.0770

Climatek A/C Heating & Plumbing 806-748-5757

HOME INSPECTOR

3-8 Real Estate Home Inspection 806.470.8223

Area Wide Inspections 806.441.0319

Integrity Inspections 806.642.3282

West Quarter Inspections 806.778.7997

PROFESSIONAL MOVERS/ PEST CONTROL

HartMoving & Storage ... 806.763.4191

Tough Guy Movers 806.787.7533

Rusty's Bug Stop 806.777.7424

Gafford Pest Control 806.792.4292





NOTES

Date :

Notes :



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