



BROADERICK BROWN JR.

SELLER'S GUIDE

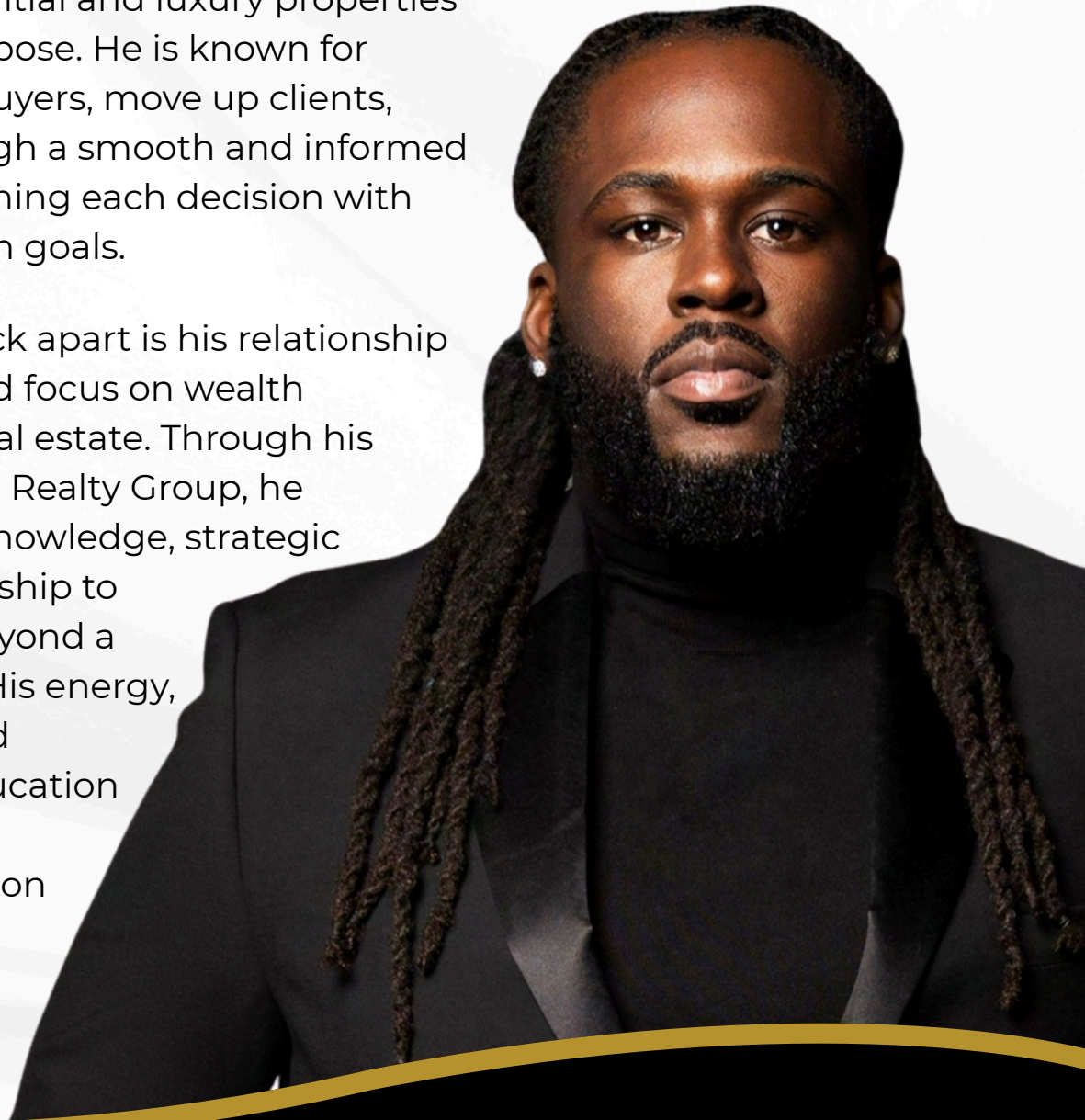
Guided with trust, every step of the way



WHO IS BROADERICK BROWN JR?

Broaderick Brown Jr. is a Houston based real estate professional who helps clients buy, sell, and invest in residential and luxury properties with clarity and purpose. He is known for guiding first time buyers, move up clients, and investors through a smooth and informed process, always aligning each decision with his clients' long term goals.

What sets Broaderick apart is his relationship driven approach and focus on wealth building through real estate. Through his work with Luxuriant Realty Group, he combines market knowledge, strategic insight, and mentorship to empower clients beyond a single transaction. His energy, professionalism, and commitment to education make him a trusted advisor in the Houston market.



"Let's make your real estate dreams come true."

CHOOSING THE RIGHT AGENT TO SELL YOUR HOME

Does the agent you choose really make a difference? The answer is simple: Absolutely!

Not all agents are created equal. The majority of homes are sold by a small percentage of highly skilled agents and teams. The right representation can mean the difference between getting top dollar for your home or leaving money on the table.

I am proud to be part of a Top 10 Real Estate Team in the Nation. My reputation is built on results, innovation, and providing the greatest client experience on the planet.

WHAT SETS SPACE AGENTS APART?



Proven Results

Billions of dollars in real estate sold, consistently faster and for more money.



Elite Standing

Ranked among the Top 10 teams in the U.S. thanks to our training and coaching programs.



National Reach

Hundreds of agents across multiple states with local expertise in every market we serve.



World-Class Marketing

Professional photography, custom campaigns, and cutting-edge digital strategies.



Dedicated Support

A full administrative and transaction staff ensuring every detail is handled.



Exclusive Buyer Access

A large database of pre-qualified buyers and a proactive prospecting system.



Industry-Leading Training

Our agents are backed by continuous development from industry experts.



Relentless Advocacy

From pricing strategy to negotiations, we fight for every dollar on your behalf.

THREE WAYS TO SELL YOUR HOUSE

When it comes to selling, one size does not fit all. I give you options so you can choose the path that best fits your timeline, goals, and comfort level.

TRADITIONAL LISTING

The most common way to sell a home, and often the one that yields the highest return.

- Maximum Exposure: Your home is marketed across the MLS and major platforms.
- Professional Marketing: HD photos, listing signs, and digital campaigns attract serious buyers.
- Agent Guidance: I will manage every step, from pricing to negotiations.

Best For: Sellers who want to maximize their sale price and can allow time for showings and offers.

INSTANT CASH OFFER

Sell your home quickly to an investor or iBuyer program.

- Speed & Convenience: Get an offer within 24–48 hrs.
- No Showings or Repairs: Skip the prep and sell “as-is.”
- Certainty: Close on your schedule with fewer financing risks.

Our Cash Offer Partners:



Best For: Sellers seeking speed, convenience, or no showings.

OFF-MARKET SALE

Sell discreetly without listing publicly.

- Privacy: Market your home directly to our network of qualified buyers.
- Targeted Exposure: I will connect with investors and buyers discreetly.
- Flexibility: Avoid frequent showings and keep your timeline under control.

Best For: Sellers who value privacy or want to test the market quietly before going live.

CUSTOM MARKETING

Every home is unique and your marketing should be too. That's why I offer custom marketing packages designed to showcase your property in the best possible light.

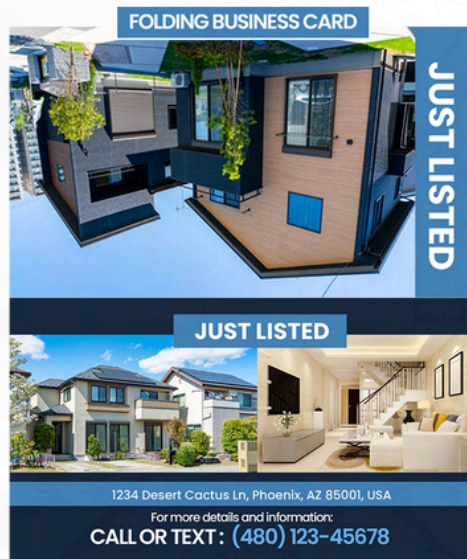
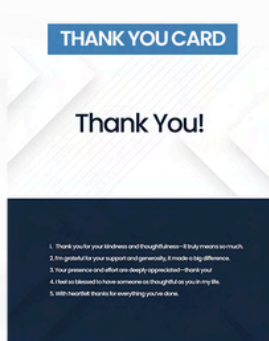
- HD Photography: Professional images that make your home shine online.
- Custom Listing Sign: Eye-catching signage tailored to your property.
- Secure Lockbox: Safe and convenient access for showings.

Ask me about additional marketing options available for your home, from video tours and staging to digital ad campaigns.

LPT LISTING POWER PACK

*Showcase Your Property,
Attract Serious Buyers*

With premium print marketing tools, my Listing PowerPack gives your home a competitive edge.



WHAT TO EXPECT DURING THE HOME SELLING PROCESS



INTRO TO TEAM

- Establish relationship
- Review comps/pricing
- Sign listing paperwork



PREPARE HOME

- Prepare for pictures
- Coordinate photo Appt
- Prepare for Showings



DRAFT MLS

- Create Pre MLS Draft
- Establish home details
- Seller approve for MLS



MARKETING

- Listing goes live
- Just listed advertising
- Listing promotions



OFFER RECEIVED

- Agent presents offer
- Negotiation of the offer
- Offer accepted



UNDER CONTRACT

- Closing process starts
- Inspection period
- Negotiate repairs



HOME INSPECTION

- Allow inspector property access
- Complete repairs promptly
- Keep home clean, ready



CLEAR TO CLOSE

- Buyer loan approved
- Loan docs drafted
- Signings scheduled



RECORDED

- Turn off utilities
- Exchange keys
- Get paid!

HOUSE PREPARATION CHECKLIST

- ☐ Walk through each room and critique the home from a buyer's perspective.
- ☐ Consider getting a professional home/roof inspection to see if any repairs are needed.
- ☐ Hold a yard sale. Sell, donate or trash anything you don't need.
- ☐ Hire a contractor to handle any major projects.
- ☐ Paint the home's exterior, including trim, doors and shutters.
- ☐ Check front door, doorbell, address number and welcome mat.
- ☐ Power wash the siding and windows.
- ☐ Inspect the roof and make repairs as needed.
- ☐ Sweep the entryway and walkways.
- ☐ Mow, water and fertilize the lawn.
- ☐ Store any toys or equipment lying on the yard.
- ☐ Clean up pet droppings.
- ☐ Thoroughly clean the entire home.
- ☐ Clean hardwood floors.
- ☐ Steam clean carpets and drapes.
- ☐ Consider replacing carpet if stains are prominent.
- ☐ Repair cracks and holes in the walls.
- ☐ Paint interior walls in neutral tones, such as beige, cream or light pastels.
- ☐ Remove all small appliances, toys, magazines and pet items.
- ☐ Remove rugs to show off hardwood floors.
- ☐ Pull back drapes to showcase nice views.
- ☐ Remove family photos, personal collections and medications.
- ☐ Remove items from the garage and store them off site.
- ☐ Secure valuable items, including cash and jewelry.
- ☐ Mop and wax/polish the floors.
- ☐ Clean and organize the pantry, cabinets and drawers.
- ☐ Remove items from the garage and store them off site.
- ☐ Clear the countertops.
- ☐ Replace outdated hardware.
- ☐ Clean appliances and fixtures.
- ☐ Scrub tile in the kitchen and bathrooms.
- ☐ Replace old caulking around sinks and bathtubs.
- ☐ Remove stains from sinks, toilets and bathtubs.
- ☐ Bake cookies or burn scented candles.
- ☐ Offer light refreshments.
- ☐ Turn on all the lights.
- ☐ Open windows to let in fresh air.
- ☐ Open curtains or blinds to let in natural light.
- ☐ Stage the front porch or deck with furniture and potted plants.
- ☐ Remove excess furniture or rearrange furniture to maximize space.
- ☐ Refrain from smoking in the home.

TIPS FOR A SMOOTH CLOSING

The final stretch of selling your home is exciting, but it also requires careful attention. Following these simple tips will help ensure your closing is seamless and stress-free:

- **Be ready for inspections and appraisals.** Make sure your home is clean, accessible, and systems are in working order.
- **Respond quickly to paperwork and requests.** Timely communication keeps your transaction moving forward.
- **Keep the property maintained.** Lawn care, pool service, and utilities should remain active until the sale is final.
- **Plan for your move early.** Schedule movers, transfer utilities, and change your address ahead of time.
- **Leave the home in good condition.** Remove belongings, complete agreed-upon repairs, and provide keys, garage remotes, and manuals at closing.

By staying proactive, you'll ensure your sale closes smoothly and your transition into the next chapter is stress-free.

VENDOR PARTNERS

Selling a home takes more than just an agent. That's why I've built relationships with trusted vendor partners across the nation who can help at every step of the journey. My goal is to connect you with professionals who make the process easier, faster, and more reliable.

- Home Stagers & Interior Stylists
- Professional Photographers & Videographers
- Contractors & Handymen
- Landscapers & Curb-Appeal Specialists
- Cleaning & Organization Services
- Title, Escrow & Real Estate Attorneys
- Moving & Storage Companies
- Insurance & Warranty Providers

I will introduce you to trusted partners in your area, so you'll always know who to call for expert support on your selling journey.

EXPERIENCE THAT WORKS FOR YOU

\$3 Billion+

Our team has completed over \$3 Billion in Real Estate Transactions.

10,000+ Clients

We have served more than 10,000 clients with 5-star experiences.

#1 Ranked Team

We're the top team at the fastest-growing brokerage in the nation.

Trusted Agents

Our team has trusted and experienced agents across multiple states.

20+ National Partners

We are partnered with some of the top vendors in the country.

30+ Expert Coaches

Our leaders are committed to providing the greatest experience in real estate.

Our Awards



RESOURCES



**SCAN THE QR CODE
FOR MORE INFO**



Follow Me on Social Media

 luxuriantrealtygroup

STAY CONNECTED WITH MY SPACE RE APP



The easiest way to search, save, and stay ahead in your home journey.

With my custom SPACE RE app, everything you need is right at your fingertips. From personalized home searches to instant updates, my app makes sure you never miss an opportunity.

Scan the QR code to download the SPACE RE app today and start your search the smart way.



Available on the
App Store

GET IT ON
Google Play

PROPERTY INFORMATION

As you prepare to close, it's helpful to gather key details about your home that the buyer will need once they move in. Use this page to record important information from utilities and service providers to appliance manuals, security codes, or special instructions. Having everything organized ensures a smooth handoff at closing and makes the transition easier for the new owners.

Mailbox Number and Location

Garage Door Key Pad Code

Alarm System Code

Trash Pick up Day

Recycling Pick Up Day

Extra paint, tiles, carpet left for the Buyers

Any other important info for Buyers:

UTILITIES AND SERVICES PROVIDERS

Date utilities and services have been scheduled to be terminated:

 WATER: _____

 TRASH: _____

 ELECTRIC: _____

 GAS: _____

 LANDSCAPING: _____

 POOL SERVICE: _____

KeyHandoff Checklist

A quick list for items you'll leave on closing day:

- ☐ House keys & spares
- ☐ Garage openers / gate remotes
- ☐ Mailbox keys
- ☐ Pool/ spa keys or fobs
- ☐ Appliance manuals & warranties



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