



SELLING YOUR

*home*



**HOLLY  
& KIDWELL**  
CB&A, REALTORS



LIVEWELLWITHKIDWELL.COM | 713.417.7148

# about us

Our philosophy is simple: we are here to build lasting relationships. We don't measure success through achievements or awards, but through the satisfaction of our clients.

We understand that buying or selling a home in the Houston area is more than just a real estate transaction: it's a life-changing experience. That's why our team is dedicated to providing exceptional, personalized service for all of our clients. We take great pride in the relationships we build and always work relentlessly on our client's behalf to help them achieve their real estate goals.



Today's sellers need a trusted resource that can guide them through the complex world of real estate.

With our extensive knowledge and commitment to providing only the best and most timely information about Houston real estate to our clients, we are your go-to source for real estate industry insight and advice.





# Let's get started



Thank you for the opportunity to present this plan to market your property. Selling your home is an important decision for you. My goal is to sell your property for the highest attainable price, within the time frame that fits your plans, and to make the home selling process as stress-free, successful and efficient as possible.

The purpose of my proposal is to help guide you through the merchandising and marketing process, to acquaint you with the current market activity and to explain how I can assist you in achieving the sale of your home.

My real estate business is built on the concept of putting your needs first. An important part of that means that when you have a question or need support, I'm there. When you choose to work with me, you can count on open and honest communication – in the frequency and medium (text, email, phone, etc.) you prefer.



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[livewellwithkidwell.com](http://livewellwithkidwell.com)



# Meet The Kidwell Krew



I have aligned with a team of industry professionals who are passionate and dedicated to delivering outstanding results.



HOLLY *hk* KIDWELL  
REALTOR®



*Heidi Newcomer*  
Home Staging Professional



FOTTO FUSION

Professional Real Estate  
Photography



*Heather Cox*  
Marketing Consultant



*Renee Morton*  
Mortgage Broker



# home sale timeline



## Pre-Listing Week 1

- Schedule appointment with Holly
- Tour home and decide price
- Discuss marketing and selling strategy
- Formal listing presentation review
- Executed listing agreement and disclosures
- Property assessment for show readiness
- Design team walk-through
- Market analysis complete and reviewed
- Schedule Photographer

## Listed & Active Weeks 2-4

- Marketing campaign started
- 3D Tour Scheduled
- Signs installed & lock box
- Submitted to MLS
- Property marketing materials delivered
- Print campaign launched
- Email campaign started
- Office Preview
- Open House

## Under Contract Weeks 4-8

- Offers received
- Offers negotiated
- Offers accepted
- Inspections complete & repairs negotiated
- Appraisal complete / Financing approved
- Contingencies removed
- Property closes
- Refer friends to Holly

**NOT *EVERY* STEP LISTED WILL BE APPROPRIATE FOR *EVERY* PROPERTY.**

*your needs  
come first*

**Visualize your dream scenario for  
selling your home.**

- What's the one thing that has to happen to make that dream scenario a reality?
- How can I make that happen for you?
  - Why is that important to you?
- If we could add just one more thing to make this process even better, what would it be?
  - Why is that important to you?
- And then, if we could add just one more thing to make this process even better than that, what would it be?
  - Why is that important to you?





# business by the numbers

- Years in Business: 6
- Total Clients Served: 80
- 2022 Goal: to help 32 clients find their dream home or sell their property

**MEDIAN SALES  
PRICE**

**\$314,000**

**↑ 16.3%**



**MONTHS OF  
INVENTORY**

**1.6**

**AVERAGE DAYS  
ON MARKET**

**35**





*portfolio of  
experience*

When selling your home, it is critical to partner with a real estate professional that has a proven track record and holds themselves accountable to a very high standard. Your property will be sold quickly, with the least amount of hassle and for top dollar. Here are a few homes sold in 2021.



16115 Maplewick Dr.



11503 Bolander Ct.



17211 Williams Ridge Ct.



11815 Canyon Falls Dr.



4011 Old Gruene Ct.



15210 Stitchbird Lane



11819 Gatesden Dr.



8959 Forest Lake Dr.



16543 Jolly Roger Rd.



13306 Northspring Bend Ln.



22606 Bobolink Cir.

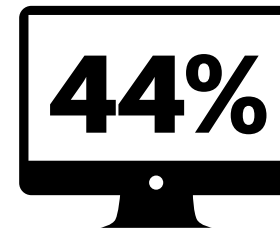
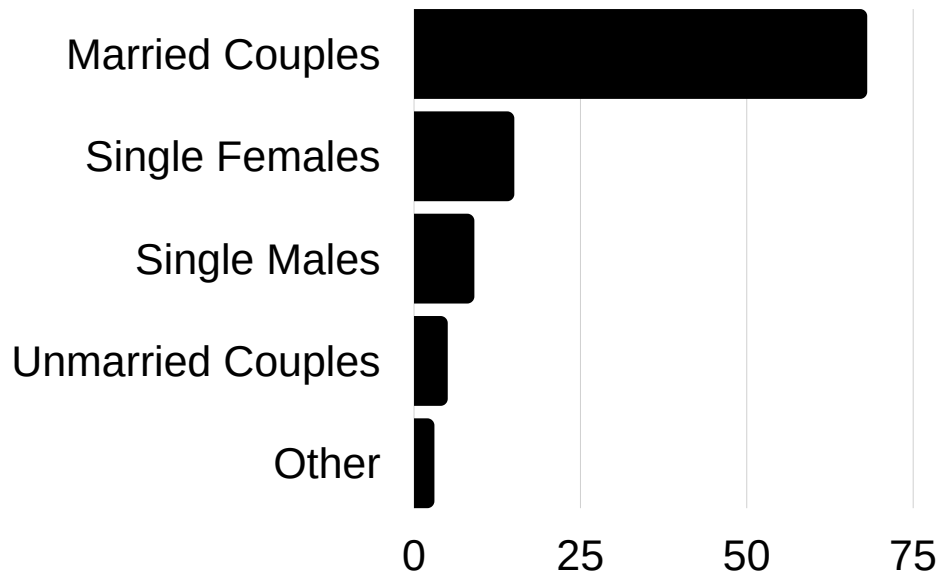


18215 Quiet Ridge Ln

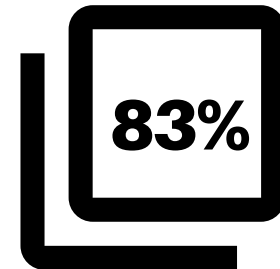
# attracting your buyer



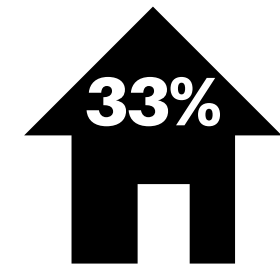
## WHO'S BUYING?



44% of buyers begin their home search online before ever speaking with an agent



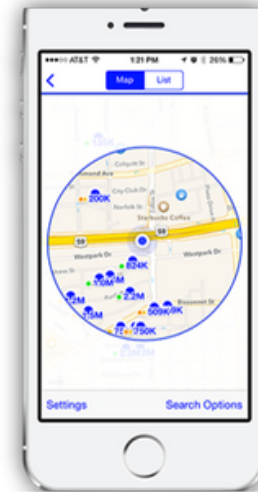
83% of buyers found photos 'very useful' when looking at homes online



33% of buyers are first time home buyers

# advertising plan

- Professional home staging
- Professional photography
- Exposure on MLS and syndication to over 500+ real estate sites
- Print advertising- color flyers and Binder inside of home
- Targeted advertising on Instagram and Facebook
- Advertised open house -digital ads, and neighborhood awareness plan/direct invites
- Pre-market to personal sphere and agents/non-agents
- Realtor tour groups





# professional staging



Timeless Trends Staging is an HSR Certified Professional home staging and redesign organization serving the Tomball, Northwest Houston and surrounding areas.

Their #1 priority is to help sell homes! Professional staging will help market your home so it wows and stands out against the competition resulting in a faster and more profitable sale.

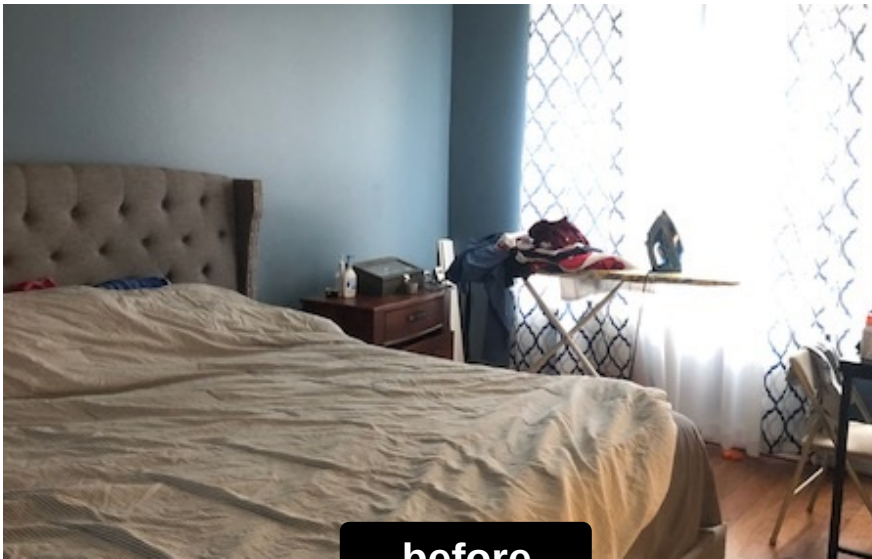


*Heidi Newcomer*

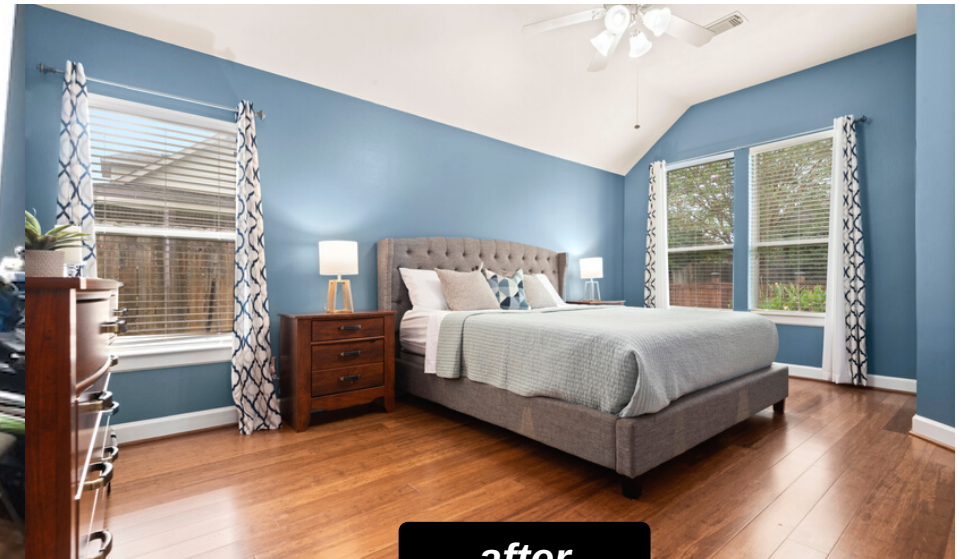
**CEO | PROFESSIONAL HOME STAGER**



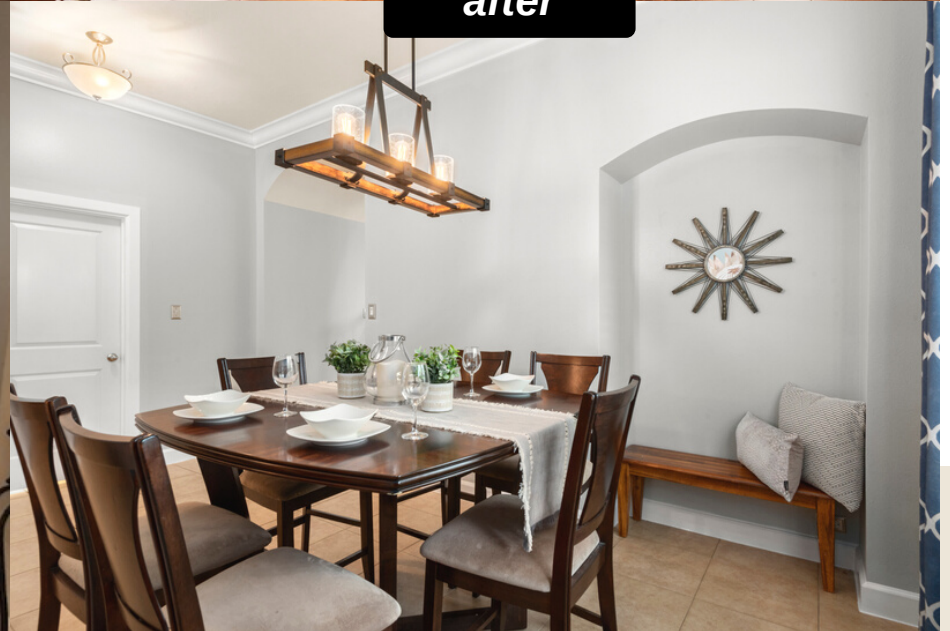
# professional staging



**before**



**after**





# professional staging





# professional photography



We have an exclusive relationship with Fotto Fusion as they are professional, dependable, their photos look amazing and they take the time to get the shots right on the first visit.



Regular Photography



Professional HDR Photography



# determining the listing price



## Pricing Your Home to Sell



The first 2 weeks a home is listed are when the largest pool of buyers will notice it.



If a property is priced at market value, or just below, buyers will likely engage in a price war for the home.

## Pricing Your Home to Sit



If a property is overpriced, buyers will often pass over it and explore more attractive options.



Only a handful of new buyers will enter the market each day. They will wonder why the home hasn't sold. The seller is left with a much smaller pool of buyers often resulting in a much lower sales price.

**PRICE DIRECTLY IMPACTS  
YOUR HOME'S EXPOSURE TO POTENTIAL BUYERS**

# determining the listing price



## THE MARKET WILL INDICATE WHERE YOUR HOME IS PRICED

what to expect in the first 2-4 weeks:

### BELOW MARKET VALUE

multiple offers which drive the price above asking

### AT MARKET VALUE

a full price or close to full price offer

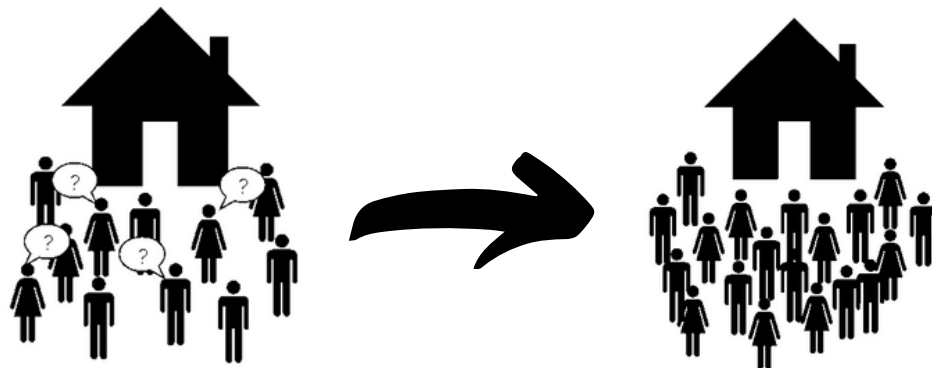
### 2-4% ABOVE MARKET VALUE

steady showings, but no offers

### 5% + ABOVE MARKET VALUE

minimal or no showings

if a home is not performing well on the market, make a necessary price adjustment to regain the attention of the larger buyer pool.





# seller netsheet estimate



## Transaction Overview

Sales Price: \$275,000

Estimated Total Deductions: \$156,452

Estimated Net to Seller: \$118,548

## Fee Deduction Details

- Owner Title Policy: \$1,754
- Days Seller Pays Tax: 118
- Property Tax Rate: 2.098%
- Annual Tax (No Exemption): \$5,769.50
- Prorated Tax: \$1,865
- Tax Certificate: \$88
- Escrow: \$495
- HOA-Related: \$100
- Home Warranty: \$550
- 1st Loan Payoff: \$135,000
- Option Fee: \$100
- Agent Commission: \$16,500 (6%)

**DISCLAIMER:** The charges stated herein are estimated fees for residential closings. The actual closing costs will vary depending upon the circumstances of each individual transaction. Reasonable measures to ensure the quality of the data used in the calculations have been taken; however, this is not a guarantee, and I assume no liability for, the accuracy of the estimated figures.

# getting ready to sell

The way you live in your house and the way you sell your house are two different things.

- Remove clutter
- Put extra furniture in storage
- organize closets and cabinets
- Depersonalize decor





# curb appeal

Many buyers will immediately eliminate a property from consideration based on its' drive-by appearance.

- Keep the lawn manicured
- Clear walkways
- Trim and maintain landscaping
- Rake leaves
- Refinish front door
- Pressure wash





# being prepared

- Be flexible for showings
- Prospective buyers feel more comfortable when the seller is not present
- Remove pets
- Keep all lights on
- Keep your home neat
- Keep your yard manicured
- Keep temperature of your home comfortable for the season.
- Keep your home free from over-powering odors or fragrances that can overwhelm the senses.





THANK  
*you*

I look forward to earning your business.



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