

# Seller's GUIDE



Chafise Baker  
REALTOR®



# 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.



**COLDWELL BANKER**  
**REALTY**

**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. At Coldwell Banker Realty, our 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 this presentation 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. And, 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.

*Chalise Baker* REALTOR®

25250 Northwest Freeway; Suite 200  
Cypress, TX 77429  
713.409.9930 • [chalise.baker@cbunited.com](mailto:chalise.baker@cbunited.com)  
[ChaliseBakerSellsTexas.com](http://ChaliseBakerSellsTexas.com)



# About Chalise

With over 20 years of valuable experience in sales, customer service, marketing, and event planning, I am Chalise Baker, your dedicated REALTOR® at Coldwell Banker Realty Cy-Fair. My diverse background in various fields, including insurance, apartment leasing, and education, has equipped me with a unique set of skills and insights that I bring to the real estate industry. Throughout my career, my unwavering passion for customer service has been the driving force behind my success. I have a natural ability to connect with people and establish meaningful relationships, earning me praise for my detailed communication and creative problem-solving approach. When you work with me, you can expect a REALTOR® who genuinely cares about understanding your needs and advocates tirelessly on your behalf.

Whether you're buying or selling a home, I am dedicated to providing you with unparalleled support and guidance. For buyers, I offer comprehensive market data to empower you to make informed decisions that align with your goals and aspirations. For sellers, I leverage my creativity alongside Coldwell Banker Realty's cutting-edge technology, marketing materials, and collaborative team efforts to ensure your home is priced fairly and sold efficiently.

Beyond my professional pursuits, I find joy in the little things in life. I am passionate about crafting and infusing special touches into everything from home décor to thoughtful gifts and the events I plan. I firmly believe that it's the meticulous attention to detail that makes all the difference. In my precious downtime, I cherish moments spent with my family, including our beloved dog Tucker and our three playful birds, Pico, Pepe, and Queso.



# home sale timeline

## Pre-Listing Week 1

- Schedule appointment with Chalise Baker of Coldwell Banker Realty
- 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 Chalise Baker, REALTOR®

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

*your needs come first*

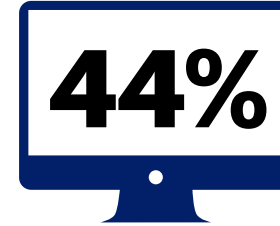
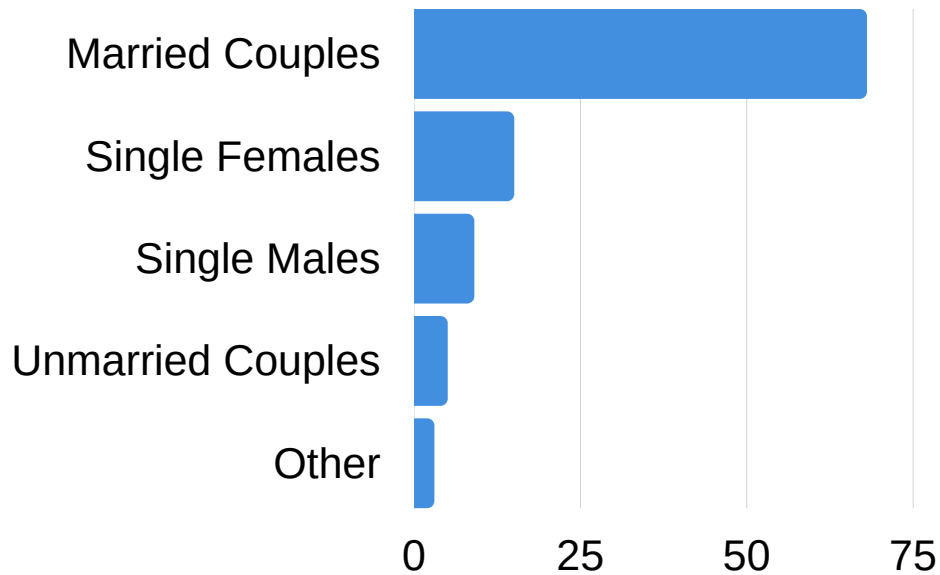
## **Visualize your dream scenario for selling your home.**

- 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?

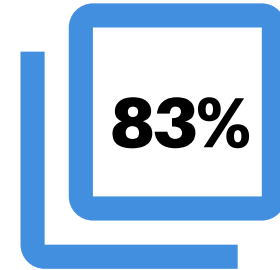


# attracting your buyer

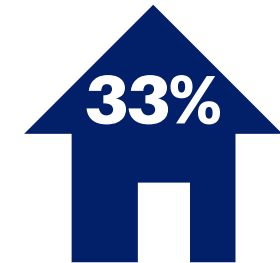
## WHO'S BUYING?



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

In today's competitive real estate market, the key to success is differentiation - doing common things in an uncommon way. In fact, differentiation from the competition has become the cornerstone of outstanding real estate service. The Coldwell Banker property spotlight marketing plan is designed to quickly attract attention and showcase your property with a digital-first strategy that maximizes the modern media marketplace. We are committed to ensuring that your property is uniquely positioned to sell.



## Professional Photography

High-quality photos perfect for print and online to make your property look its very best\*

\*Consult your agent for details



## YouTube Advertising

Professionally produced 30-second listing ad shown during a YouTube video with optimized audience targeting



## Just Listed eFlyer

"Just Listed" announcement eBlast sent to an exclusive list of personal and professional contacts



## Extensive Online Exposure

Your home will be displayed on the real estate industry's most visited websites and viewed by potential buyers all over the world



## Targeted Online Advertising

Geographic targeting technology markets your property directly to local buyers online and on social media



## Area REALTOR® Notification

Agents at local real estate companies in your area will be notified that your home has come on the market



## Single-Property Website

Professionally designed property website that is viewable on all devices and easily shared via social media



## Social Media Banner

Attention-getting online promotion of your home for maximum reach



## Mobile Brochure

Exclusive yard sign panel with CB Mobile Brochure technology that delivers your home's unique details and photos to consumer mobile phones



## Property Tour

Professionally produced photo slideshow



## Seller Update

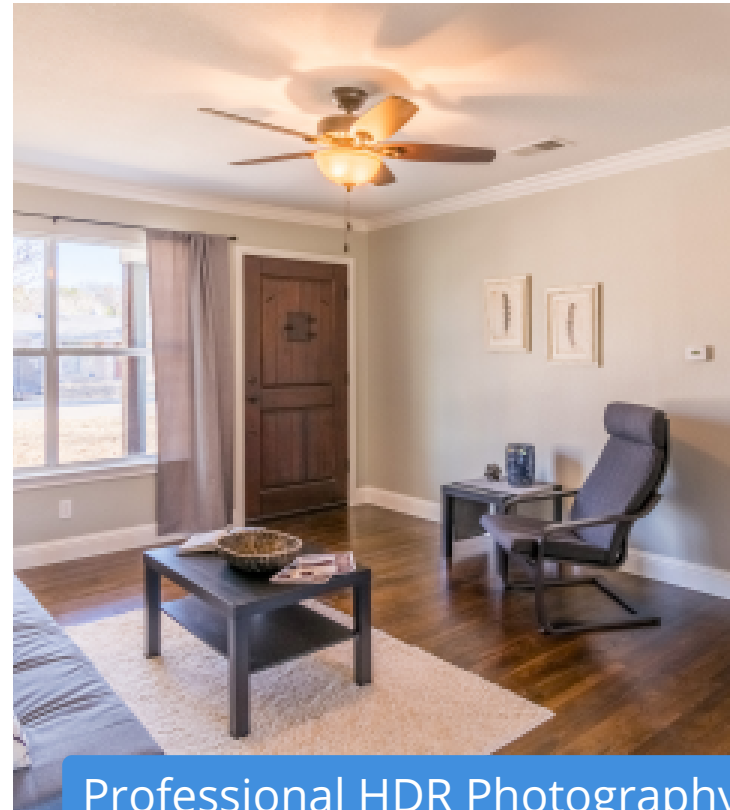
Detailed report outlining everything that has been done to bring your home to market and maximize its exposure



# professional photography

To enhance our marketing strategy, we use professional real estate photography. Professional Real Estate photos significantly help us sell listings faster and for more money.

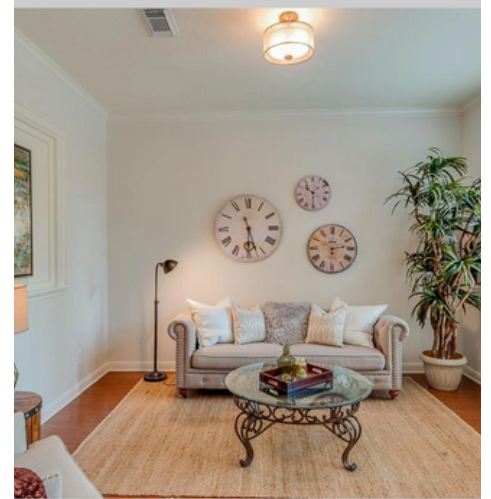
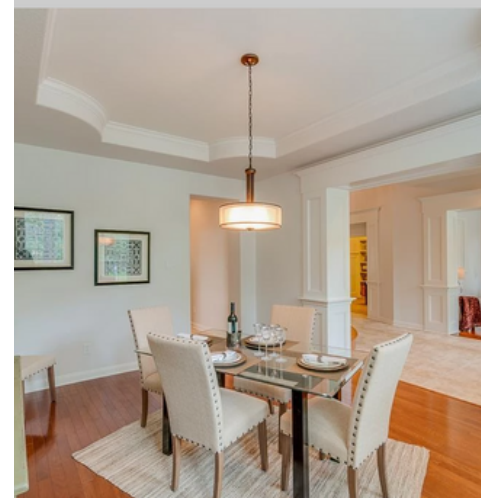
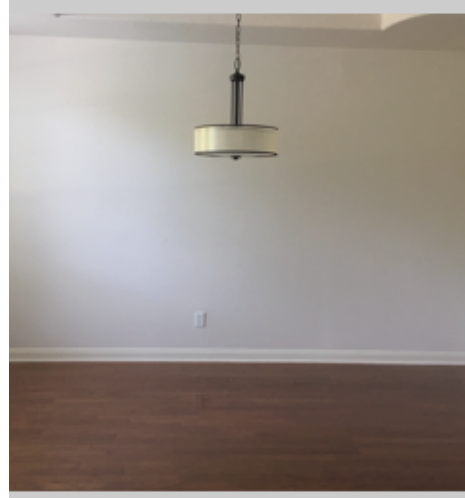
Regular Photography



Professional HDR Photography

# professional staging

Staging a home makes it easier for a buyer to visualize the property as their future home.



# 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 fight each other for the home.



If a property is overpriced, buyers will 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 to fight against 1 buyer for a much lower 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

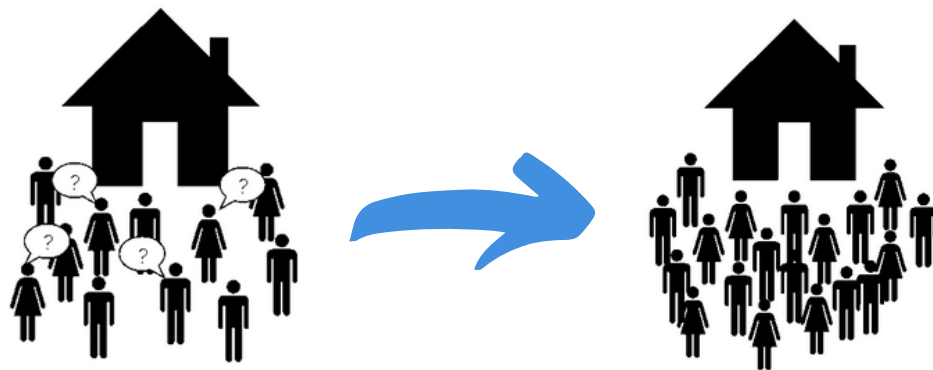
### 2-4% ABOVE MARKET VALUE

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.



# getting ready to sell

## Staging and Interior Condition

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

## **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 ready**

- 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



Thank you!

I look forward to working with you.



Chalise Baker REALTOR®

25250 Northwest Freeway; Suite 200

Cypress, TX 77429

713.409.9930 • [chalise.baker@cbunited.com](mailto:chalise.baker@cbunited.com)

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