



Top 1% in Austin Residential Sales

*Selling For top Dollar*



What's Your Home Worth?

# THE POWER OF A TEAM



**CARMEN REESE**

Lead Negotiator | Realtor®



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Operations Manager | Realtor®



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Realtor®



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Realtor®



**JOHN MARCEAU**

Videographer | Media Manager



**MINOL SHAMREEN**

Designer | Stager



**ROCHI**

Executive Assistant | Inside Sales

Instead of one Realtor® working tirelessly to fit you into their schedule hire a team of experts who will get you the *most exposure* leading to *top dollar!*

Top 1% in Austin Sales | 85% Referral Based Business

Highest Price,  
Every Time  
Guaranteed!

**50** PLATINUM  
**R** TOP 50



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## THE SELLING PROCESS

- Steps to selling your home
- Pre-listing preparation
- Finding your next home
- What we do differently!

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## BECOME THE HIGHEST SALE IN YOUR NEIGHBORHOOD

- What to expect as a seller
- When to downsize
- When to trade up
- Why do some homes sell while others sit?

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## MARKETING FOR MORE \$\$\$

Getting top dollar isn't easy, but it is simple!

- Preparing your home for showings
- Our plan for PHENOMENAL exposure
- How we market differently
- Appraisal domination!

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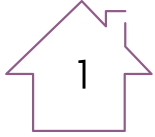
## PROOF OF SUCCESS

- Where we've excelled where others have failed!

--Client Testimonials

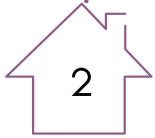


# THE *home* SELLING PROCESS



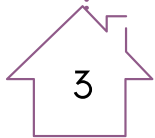
## Establish a Price

- Review comparable homes
- Discuss the difference between sold price and list price
- Implement strategy to stand out from the competition
- Establish a price for your home



## Prepare your Home

- Stage home with our team (exclusive)
- View your home through the eyes of a buyer
- We will have your home professionally photographed and include a virtual tour for the MLS & social media
- Secure/ remove medications & any weapons



## List it for Sale

- Your home will go live on the MLS & over 250 brokerage sites
- Be prepared for buyers to come view your home
- Be sure to put away all valuables and personal documents



## Offers & Negotiation

- We will review all offers
- We will help you understand all the terms of the contract
- You will be able to accept, deny or counter the offers at this point



## Under Contract

- Accept the best offer
- Negotiate any repair requests and issues from inspection
- You have agreed to all the terms of the offer



## Final Details

- The buyer will typically perform inspection of the home
- The buyer will finalize the loan with their lender
- We will receive clear to close from lender



## Closing

- Review closing documents
- Sign closing documents
- Hand over your keys and celebrate selling your home



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Congratulations on taking the first step of the home selling process! This guide is a brief summary of the timeline for purchasing your home. Remember, as your Real Estate Agent, I will be there to be sure you feel confident during each step of this process.

# BECOME THE HIGHEST SALE IN YOUR NEIGHBORHOOD!

## HOWS THE MARKET

The Current market is full of opportunity. While we don't have a normal amount of inventory, there is 10X more inventory now than early 2021! There are plenty of homes to move into once you sell for maximum value! Interest rates are 2% lower than they typically are/ will be.. meaning you will likely pay hundreds of dollars per month less in interest!

## WHEN TO DOWNSIZE

If you are an empty nester in an established neighborhood, it is very likely that your home is one of the most sought after in this competitive market.

Perhaps you want to move a little further away from the noise, or purchase a property with less maintenance...

There is huge opportunity to cash out, pay cash for a new home that better suits your needs, and possibly walk away with significant funds remaining!

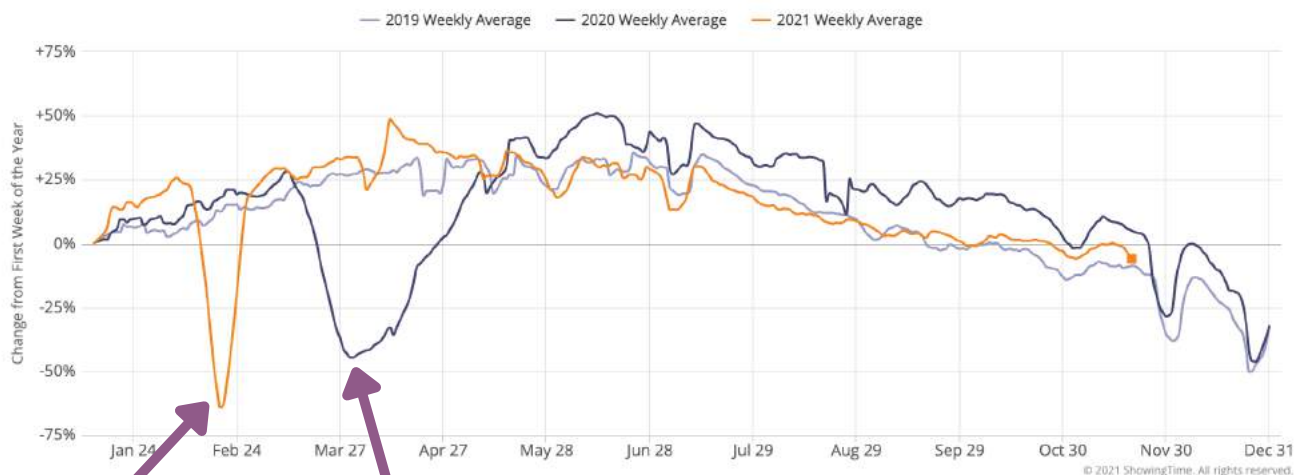
## WHEN TO TRADE UP

Did you buy a home 2 or more years ago?

In 2020 alone home values went up 25% and again 30% in 2021!

If you are in your first home, or if you aren't in your dream home now... you may consider cashing out on your equity to keep the same or lower monthly payment in your dream home, or at least a home that better suits your needs!

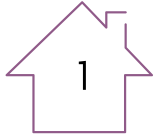
Prices have increased 30% this year alone in many neighborhoods and sales volume is up over 25% in many areas! Inventory is at 1/6 of the normal amount. Meaning you can receive top dollar for your sale and there is enough inventory for you to secure your next home at historically low interest rates!



2021 ice storm    2020 shelter in place

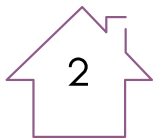
# Marketing FOR MORE MONEY

## HIGHLIGHTS OF OUR 67 POINT ACTION PLAN



### Presentation & Exposure

- Professionally stage home at \$0 to Seller (\$1500 value)
- Professional photography
- Virtual Matterport Tour & Video



### Exposure

- SEO optimization, listed on over 250 brokerage sites (exclusive)
- Targeted paid ads to attract the most bonafide buyers (exclusive)
- Guaranteed 10,000 clicks online in first 30 days!
- Showcased as an exclusive listing to top 250 agents that sell in your area. (exclusive)
- Showcase as "New Listing" on MLS



### Events

- Mega Open House (Wine, cheese, lunch, music)
- Open house exposure every weekend until SOLD!
- Door knocking 200+ neighbors to ask if they have friends or family who would like to live in the area!



### Offers & Negotiation

- We will review all offers
- We will help you understand all the terms of the contract
- You will be able to accept, deny or counter the offers at this point

Our Marketing Plan alone yields 17% more for our Sellers bottom line!

PROOF OF

Success

2105 TOWN CENTRE DR #4,5,9 | ROUND ROCK

1st



2nd



3rd



Highest Comps  
EVER  
in  
5 miles

LISTED PREVIOUSLY BY ANOTHER AGENT FOR LOWER WITHOUT SALE!

ALL RECIEVED MULTIPLE OFFERS!!

2801 SIXPENCE LN | PFLUGERVILLE



RECEIVED MULTIPLE OFFERS OVER ASKING  
HIGHEST COMPARABLE IN AREA

FULLY STAGED

MEGA OPEN HOUSES UNTIL SOLD

OVER 40 SHOWINGS

TARGETED PAID ADS

AGRESSIVE PRICING STRATEGY



PROOF OF

*Success*

2632 CENTURY PARK | NORTH AUSTIN - DOMAIN



RECEIVED MULTIPLE OFFERS OVER ASKING  
HIGHEST COMPARABLE IN AREA

NEIGHBORS ONLY PREVIEW

FULLY STAGED

MEGA OPEN HOUSE MULTIPLE OFFERS FIRST  
WEEKEND

OVER 50 SHOWINGS

TARGETED PAID ADS

AGGRESSIVE PRICING STRATEGY

206 W MILTON | BOULDIN CREEK



SOLD AS A 1 BEDROOM IN BEGINNING OF  
COVID FOR TOP DOLLAR (HARD SELL)

RECEIVED MULTIPLE OFFERS OVER ASKING  
HIGHEST COMPARABLE IN AREA

PARTIALLY STAGED | OWNER OCCUPIED

MEGA OPEN HOUSES UNTIL SOLD

OVER 40 SHOWINGS

TARGETED PAID ADS

AGGRESSIVE PRICING STRATEGY

*And Many More*

TOP 1% IN AUSTIN SALES | THE CLR SALES GROUP

# WHAT OUR *Clients* ARE SAYING



CLR Sales did an amazing job selling my property! CLR had the unit staged beautifully, put together a wonderful media package and got the unit sold quickly (with multiple offers). The team always kept me informed on what was going on and was super easy to reach whenever I had questions.

CLR Sales knows the Austin real estate market really well and has always given me thoughtful insight and advice. I highly recommend the CLR group, they are truly the best!

- Romi S.



Working with Carmen and Len was a smooth experience from beginning to end. I highly recommend working with CLR!

- Marco M.



Carmen loves her job and she is very Good at it. She was very patience and understanding to our situation. Behind that sweet smile lies a determined, rock solid lady. We highly recommend CLR Sales!!

-Anita B.



CLR Sales took a very difficult situation and walked me through each step. My house was on the market less than 10 days and I had 3 offers. My house sold for higher than listing.

-Gary B.



CLR Sales was a pleasure to have as my real estate team. They came to the initial meeting with very helpful information and explained her process in a way that definitely showed her expertise in real estate. The team never left any questions unanswered and always responded promptly. They was super responsive as if you are their only client. We were able to sell our home before it hit the market, saving us thousands of dollars, by not having to update anything. The team was upfront with everything and kept us informed of everything that was happening. I was very happy to get our house sold as fast as it did. I would definitely recommend CLR Sales! Thanks for helping me sell my house and buying a new home!

T. Morris

## IN CLOSING...

We hope you find the seller's guide informative. Now the next step is to simply contact our office to schedule a private appointment to put the guide to work for you.

**WHO YOU WORK WITH MATTERS!**

