

JENNIFER S. GOODMAN GROUP



SELLERS

THE ULTIMATE ROADMAP TO SELLING YOUR HOME



LIVINGINAUSTINTEXAS.COM

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**YOUR HOME REFLECTS
THE STORY OF YOU.**

- Jennfer S. Goodman

THE COMPANY

We believe in an approach to selling your home as unique as you are.

The Jennifer S. Goodman Group offers a customized real estate experience to our clientele in Austin Texas, the surrounding area and beyond. Working with us at JSG² means you're getting a best-in-class team that will guide you every step of the way. As your real estate partners, we tailor your experience based on your specific needs. Why? Because your real estate experience must be transformative while not feeling transactional. Status quo is for others. So, whether you're a First-time Homebuyer or a sophisticated Investor we're here to help.



THE STEPS

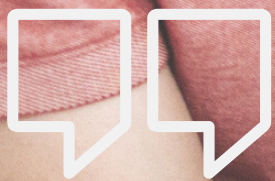
Let's take a closer look at the steps to selling your home.





**SHE IS MY FOREVER
REALTOR.**

- Betty Jean Bell



**THE FUTURE BELONGS
TO THOSE WHO
BELIEVE IN THE
BEAUTY OF THEIR
DREAMS.**

- Eleanor Roosevelt

TRADITIONAL LISTING AGENT VS MARKETING AGENT

Traditional real estate Agents often hope that their history and basic selling techniques (The 3P's: 1. put a house in the Multiple Listing Service, 2. put a sign in the yard, 3. pray) will sell their clients' home. However, we know there are better, more effective ways to sell our clients homes. In today's digital age, if your home does not look great online, people will likely keep scrolling and not waste their time to see it in person. When you interview a potential listing Agent, make sure they are going to market the heck out of your home digitally - locally and globally - and not just list it on the Multiple Listing Service. Seriously, without an incredibly marketing plan (even in today's market) you may be leaving real money on the table.



TODAY'S MARKETING AGENT

As a marketing team with decades of global advertising and sales experience, our Sellers gain the benefits of how we utilize professional high-definition photographs, videos, drone footage, and 3D Tours on web pages, across social media platforms including our global network to market your home directly to Realtors with pre-approved Buyers and to Buyers alike. All marketing is not created equally. And, you will have the most powerful marketers committed to fulfilling your dream of selling your home for top dollar.

Beyond social media marketing we create maximum exposure of your property locally prior to and during the sales process (this is part of our secret sauce). Without this layered marketing strategy, your home would only be seen by Buyer's Agents in the local MLS listing (ouch!). A traditional Listing Agent will not reach the thousands of pre-qualified global Buyers actively searching for their new home online before relocating.



OUR IN-HOUSE MARKETING TEAM

How does our marketing work? After taking beautiful high resolution photos and video of your home, our in-house marketing team strategically creates marketing pieces designed to attract Buyers who cannot be reached using traditional methods. Your house will stand out on the MLS, our website, and well beyond! This brings more interest most of the time, has us engaged in many conversations with Buyers Agents and has helped our clients get multiple offers at a higher prices for years (before bidding wars were a thing in Austin Texas!).



DESIGN MATTERS

Our website is designed and driven for those who appreciate strong visual experiences and appreciate aesthetics. We market your home in ways traditional listing Agents cannot. Having a beautifully designed website tailored specifically for your home sale is part of that selling experience. Over 96% of home Buyers search for homes online before going to look at homes in person which is why we strategically showcase your home and its features so it looks beautiful and captures attention the moment anyone engages. Buyers love the way your home shines online and, many are starting to view images and videos on their tv's now (yes, they view on their phones and computers AND our research is clear) so every photo, image descriptor, and video counts! Let us show you how it works or go to our website to view other homes we have showcased:

www.livinginaustintexas.com.



FACEBOOK MARKETING AND YOUTUBE

FACEBOOK MARKETING

Here are some staggering statistics: Facebook has over 2.5 billion users and over 1.2 billion active daily users! While users are not going on Facebook to look for a home, most homebuyers are using Facebook every day. Through years of experience, we've learned exactly how and when to target the thousands of Home Buyers on Facebook in order to attract the most interest in your home.

YOUTUBE IS THE INTERNET

More and more people are searching for homes and the areas surrounding them on Youtube. We believe in it more than any other social media to support the sale of your home. Why? Because, it is the largest video search engine on the planet and without that element of searchability your listing isn't reaching as many people as it could. Our Youtube channel is designed to be searched and if someone is looking for a home in your area, they will find your listing video. Again, this is another opportunity where marketing helps sell your property.



PRE-LISTING MARKETING CAMPAIGN

PRIOR TO LISTING ON THE MLS

Prior to listing it on the MLS, we advertise your home as "coming soon" to our local and worldwide brokerage partners who are working with qualified Buyers. Want to avoid an Open House? Our Sellers receive the most exposure for their home before their home is listed on the MLS. This pre-listing campaign also lets us know what potential Buyers think of your home and the potential listing price. We're up-to-date on recent sales and what is on market so you are too.

BEYOND ONLINE MARKETING

During our pre-listing campaign we also connect with neighbors and our database who are looking to purchase when the right house hits the market.



THE MARKETING



PROFESSIONAL PHOTOS

96% of home searches start online. Your home needs to look great immediately in order to appeal to widest audience possible. We only use the best professional videographers and photographers.

VIRTUAL TOURS/OPEN HOUSES

We can show your home virtually or in real time. Your comfort level is our priority. We offer private "Neighbors Only" and Public Open Houses.



8148 CEBERRY DR.

DETAILS
ASKING \$699,999
AREA 2,277 SQ FT
PARKING 2
BUILT 1983
STOREYS 1
3 2 2

NEIGHBOURHOOD FLYERS

We make sure your neighborhood is informed first so they can spread the word to their families and friends.

THE MARKETING

We have a unique marketing system that takes all of your home's needs into consideration.

SOCIAL MEDIA

Social media is a crucial step to getting your home sold and our strategic social media presence insures your home gets in front of more of the right eyes locally and globally.

JUST LISTED

77 KING STREET

OPEN HOUSE

SATURDAY 2-4 PM

LIVES LARGE ON 1 STORY HOME

Light and space has been maximized in the open-plan living area with built-in bookshelves and a floor-to-ceiling stone fireplace. The spacious kitchen with granite countertops + the backplash + double ovens + stainless steeltop allows energy to flow easily from room to room. The large bay window in the dining area stretches the room with natural light and connects the home seamlessly to the backyard space. The owner's suite is the perfect retreat after a long day and boasts a soothing, vaulted ceiling with windows that view your private backyard oasis. The master was made for pampering and is ready for your personal touch. The expansive sun room keeps cool in the summer and warm in the winter with its own mini split unit.

THE DETAILS

- ASKING \$699,999
- AREA 2,277 SQ FT
- PARKING 2
- BUILT 1993
- STOREYS 1

3 2

8148 CEBERRY DR.

JENNIFER S. GOODMAN GROUP

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PRINCE S. GOODMAN
REALTOR® | CRI

CUSTOM PROPERTY BROCHURES

We use professionally created brochures for your home, so potential buyers walk away feeling more impressed with your home.

STAGING DONE WELL

We assess your staging needs during our first meeting and get the job done regardless of whether you need a little spruce or a large overhaul.



MARKETING PLAN

STEP 01 REALTORS + MLS

We will input your detailed photos with room by room descriptions into the Realtor MLS database which will notify local Agents that your property is now available to preview and is For Sale.

STEP 02 SOCIAL MEDIA ADS

We will input your detailed photos with room by room descriptions into the Realtor MLS database which will notify local Agents that your property is now available to preview and is For Sale.

STEP 03 OPEN HOUSE

If appropriated (and, desired by you) we will host an Open House to draw additional attention to your home. This includes a "Neighbors Only Exclusive" and Public Open House. We have an exclusive Open House Playbook designed to garner the most interaction possible.



MARKETING PLAN

STEP 04 EMAIL BLAST

'New Listing' email blasted to Buyers, local and global REALTORS® alerting them of a new property For Sale.


STEP 05 PROSPECTING

We will work to match your property with existing Buyers in our database and follow up.





• **OUR APPROACH**



How we go about
selling your home from
beginning to end.

ASSESS

Agent meets you, the Seller, to tour your property and get a feel for the property. We'll give your home a good once over, make a list of everything we think needs to be addressed before listing, including small and large renovations, landscaping, tidying and small updates that could mean a better return.



PRICE AND STRATEGY

Agent prepares up-to-the moment market data and prepares a Comparative Market Analysis (CMA) to Sellers and recommends the ideal price and strategy.



DETAILS

Once we're in agreement that we wish to work together, we will complete the listing documents.

How we go about
selling your home from
beginning to end.

OUR APPROACH



PHOTOGRAPHY AND VIDEOGRAPHY

We schedule the Photographer and Videographer to capture the essence of your home so that it will stand out online.



FINAL PRICE AND STRATEGY

Agent prepares the FINAL up-to-the moment market data and prepares a Comparative Market Analysis (CMA) to Sellers & recommends the ideal price and strategy.



SELL

Once your home is in tip-top shape, we're ready to hit the market. Our unique selling strategy includes, open houses, social media marketing, virtual walkthroughs and print marketing that reach audiences far and wide.

WHY STAGING MATTERS

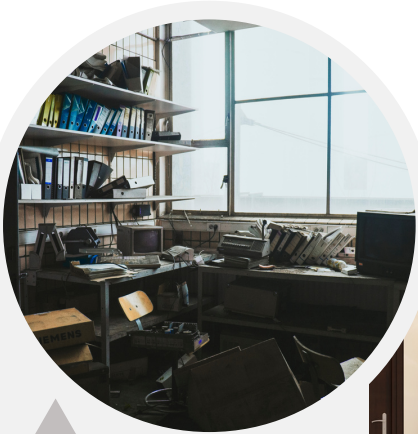


Staged homes help potential Buyers visualize the space with themselves in the story. How we live and sell our homes is rarely the same. Our goal is to connect with more potential Buyers who wish to view and buy your property! Again, most home Buyers are seeing your home online first - searching through millions of houses online just like yours - and the only way to stand out is through proper marketing.



High-definition photography, drone footage, property tour videos, 3D Walkthrough Tours and personalized webpages ... and our extensive social media campaigns are constantly being tweaked for the best possible reach. Historically many of our clients were able to get tens of thousands of dollars over asking.

THE STAGING



BEFORE



AFTER

from messy and cluttered to chic and modern



BEFORE



AFTER

A dark and dated kitchen turns into a clean and bright area



BEFORE



AFTER

A complete revamp took this unused room into a magazine worthy vision

You've got Q's
We've got A's

SHOWINGS

STEP 01 **SHOWING REQUESTS**

Agents from any firm will send a request to show your property through the 'Showing Time' Appointment Center app. We can set specific times in order to insure that traffic is minimally disruptive. Ultimately, the more Agents with pre-approved Buyers we can get through your home in a short period, the better.

STEP 02 **SHOWING** **NOTIFICATIONS**

You'll receive a text | email | call from us -- you will then Approve, Decline, or Propose a new time if desired.

STEP 03 **CONFIRMATION**

Once the request is approved, the Buyer's Agent will receive confirmation of their appointment and receive custom showing instructions from our team.



• SHOWINGS

You've got Q's
We've got A's

STEP 04 SHOWING

No one should ever show up at your home unannounced.

During the approved time slot on the day of the showing, you'll leave to allow the Buyer's Agent to show your home to their Buyers.

All REALTORS® will have access to the Bluetooth lockbox and be tracked with their PINs so we know exactly who has entered and left.

STEP 05 FEEDBACK

We'll reach out to the Buyer's Agent afterwards for their feedback. We will also gauge if that Buyer has enough interest to write an offer.





**SHE IS MY FOREVER
REALTOR.**

- Betty Jean Bell



CONTRACT TO CLOSE

STEP 01 OFFER ACCEPTED

You officially accept the terms of the Buyers offer and sign the documents that place your home under contract and in the Option Period also known as the due diligence period.

STEP 02 OPTION PERIOD

Buyers will use this time to to inspect and examine the property. During this time frame, Buyers may submit repair / credit request to ensure issues found during inspections are resolved prior to Closing. They may cancel the contract and all earnest money will be refunded.

CONTRACT TO CLOSE

STEP 03 FINANCING AND APPRAISAL

An appraisal is ordered by a Mortgage Lender who sends out a Licensed Appraiser to deliver a written estimate of the home or property's value based on current market conditions. This report determines how much the Lender will provide to the Buyers for the purchase of that particular property.

STEP 04 MOVING OUT

Whether you move out of your home before it is listed for sale or during the sales process is up to you. The Buyer and their Agent will do a final walkthrough just prior to Closing to ensure there are no damages or deficiencies from the time they originally signed the contract. Your role is to leave the house in the best possible condition for the new owner. Remember karma.



CONTRACT TO CLOSE

STEP 05 CLOSING

The Title Company will have all parties sign the final paperwork up-to 48 hours in advance of the Closing Date. They record & disburse funds to make it official. Once the sale is funded, the Seller will be notified that funds are wired and you no longer own the property. If you are relying on the proceeds of the sale of your home to purchase a new home, we do not recommend that you close on both your old and new home on the same day. If there are any delays in wiring funds, you could end up with all your belongings in a moving van sitting out front of your new home. All things considered, we anticipate that you will close on time and celebrate your sale!





**KNOWLEDGE BECOMES
POWERFUL WHEN IT'S APPLIED
WITH WELL-DEFINED ACTIONS
AIMED TOWARD A SPECIFIC
RESULT.**

- JENNIFER S. GOODMAN

What our clients had
to say about our
selling process

THE WORDS



Jennifer helped us sell our home in Austin and went above and beyond what other REALTORS® normally do.

- Gary C.



She was responsive to our every need and particularly attentive to every detail of our particular transaction.

- Michele Munguia



Jennifer did an excellent job of helping us to sell our home in Austin... Thanks to her diligence, the closing went very smoothly.

- Mark Kapner



She always answered any questions I had and made closing remarkably smooth. She helped from start to finish and was always there.

- Jonathan Avila

• THE FAQs

All of your questions
answered!

HOW LONG DOES THE PROCESS USUALLY TAKE?

There are many factors which affect home sales, but our homes generally sell in one 1 week on average. We'll discuss a specific strategy for your home.

WHAT IS A BUYER VS SELLER MARKET?

A Seller's market happens when there's a shortage in housing. A Buyer's market occurs when there are more homes for sale than Buyers. Generally, that means there is at least 5 months of "inventory" for sale.

WHAT CAN I EXPECT WITH OPEN HOUSES?

We have strict systems in place where no one will be left alone in your home at any given time. It's best if the Sellers and their pets aren't present during an Open House so Buyers feel more comfortable looking around and envisioning their future life in the house.



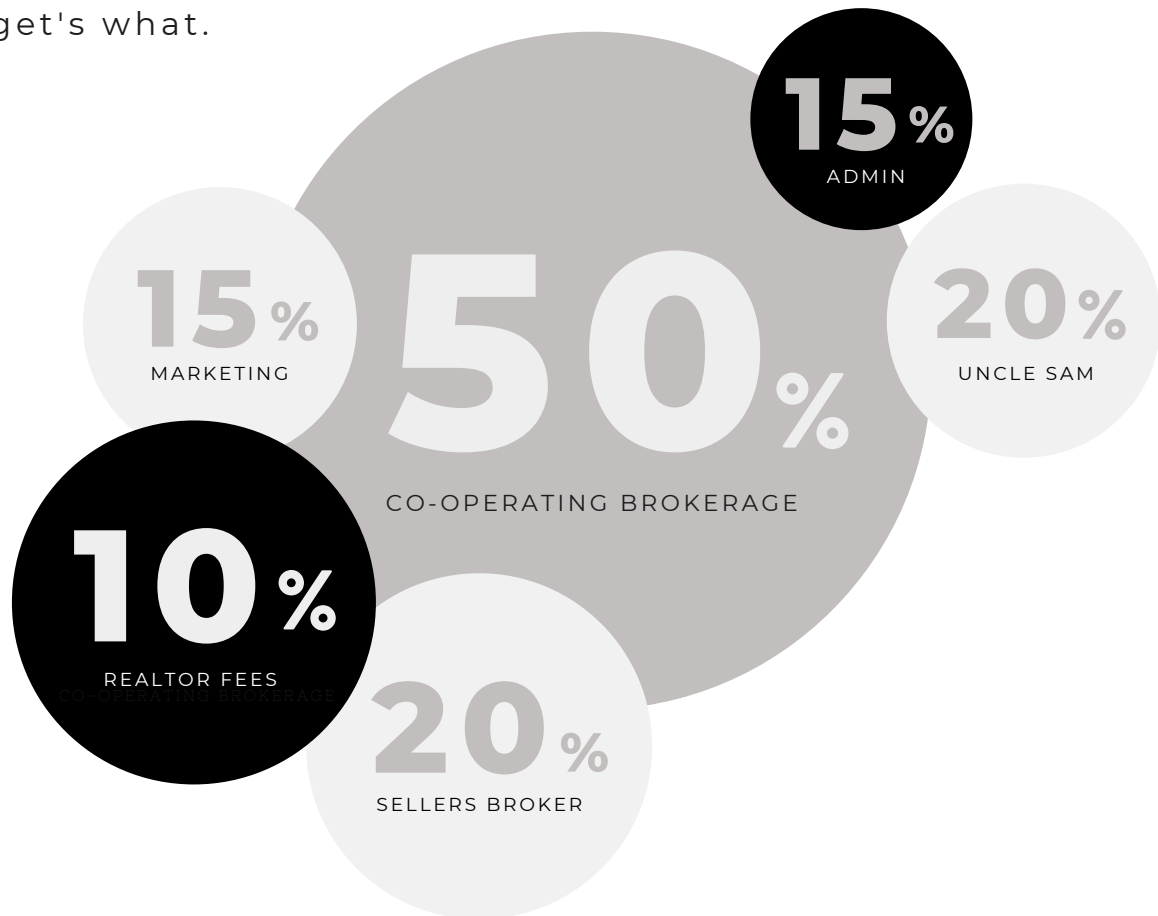


**WE HAD A PARTICULARLY
COMPLICATED SALE, AND THEY
KEPT US ON TRACK EVERY STEP OF
THE WAY TO MAKE IT AS PAINLESS
A PROCESS AS POSSIBLE.**

- Dr Christen Gumbs

• THE COMMISSION

Let's talk money.
Where it goes, how
it's divided and who
get's what.



We believe in full transparency when it comes to commission after all you should know where your money is going and why. There's a big misconception that Realtors take home the percentage listed on the listing agreement. When we sell your home half of the commission is delivered to the Buyer Brokerage. From the half that is delivered to the Selling Agent (that's us!) we pay our Brokerage fees, marketing (photography, videography, copywriting), advertising, Agent fees, our top-notch Admin Team fees, Uncle Sam, and then the Agent(s) who helped you sell your home (that's us again)!

GLOSSARY

APPRAISAL

An estimate of value given by a licensed, professional Appraiser. An Appraiser uses a variety of factors to determine the value of a home including condition, sales of comparable homes in the area and financial conditions surrounding the sale. Mortgage Lenders require an appraisal when financing the purchase of a home.



AGREEMENT

The Agreement of Purchase and Sale becomes binding (executed) when a Buyer and Seller have agreed to all the terms, and the complete signed agreement has been delivered to both parties. The date of delivery is called the Execution Date, and the timeframe for all contingencies contained in the agreement begins the day after this date. This is a big day!

CLOSING

The completion of a real estate transaction where the Seller delivers title to the Buyer in exchange for payment of the contractual sales price. The Buyer and Seller attend the closing (not together) at the Title Company or we can arrange for a Notary to meet you in person to sign paperwork a few days in advance of closing. This is the biggest day of them all!

• GLOSSARY

CLOSING COSTS

Expenses that must be paid in addition to the purchase price of the home (for the Buyer) that historically have been deducted from the proceeds of the sale (for the Seller).

CMA

A Comparable Market Analysis or Competitive Market Analysis used to illustrate a home's potential value in relation to similar active, pending, sold, expired or withdrawn listings in a hyper-local geographic area. We will review this data prior to determining the Listing Price of your house.



CONTINGENCY

A provision in the Purchase and Sale agreement requiring completion of certain acts or events prior to the agreement becoming legally binding. ie. A financing contingency is often used when a Buyer obtains a loan to purchase the home.

GLOSSARY

EARNEST MONEY

Money paid by the Buyer as a sign of good faith or intention to complete the sale of a property. Earnest Money is collected after an offer is accepted and prior to the Agreement of Purchase and Sale becomes binding. The money is held in escrow by the Title Company until closing when it is then transferred and applied toward the Buyers closing costs and/or down payment. The amount of earnest money is negotiable between the Buyer and Seller, and is returned to the Buyer if they choose to terminate the agreement during the Option Period (see Option Period).



IN ESCROW

A type of legal mortgage holding account where money or property can't be released until all conditions are met between both parties. Escrow funds are generally held by the Title Company unless a real estate transaction is being completed through real estate Lawyers and it is agreed that the Seller's lawyer will hold funds in an escrow account. One of the biggest risks in this process today is when wiring funds. "Escrow fraud" is when Buyers believe they are transferring funds into an account to complete the transaction deposit requirements. We work with professionals who will walk you through the exact steps to avoid such fraud!

• GLOSSARY

Real Estate
Terms

FEE SIMPLE

The complete and absolute ownership of land and any dwellings on a piece of property. A Fee Simple owner is entitled to full use of the property, limited only by zoning, deed or subdivision restrictions. Single-family homes are almost always fee simple ownership.

HOA

The Homeowner's Association is an organization of single family home, condominium or townhouse property owners living in the same subdivision, building or neighborhood. The HOA establishes and enforces protective rules and regulations for its residents to follow. Most HOA's require mandatory membership and levy monthly, quarterly or annual dues. If you are in arrears as a Seller please be aware of the following: www.livinginaustintexas/sellers-experience.

HOME OWNERS INSURANCE

A Homeowners insurance is considered hazard insurance that covers fire, theft, certain natural disasters and personal liability if someone is injured on the property. A Homeowner's policy is required when financing is needed to purchase a home in Texas. Not all policies are created equal. We always suggest you read the fine print.



GLOSSARY

HOMESTEAD TAX EXEMPTION

An annual reduction in property taxes based on the assessed value of a home. Homeowners are eligible to claim a homestead exemption provided the home is their primary residence and the Homeowner is a legal resident of the county where the home is located on the 1st of January in the year the exemption is filed.



OPTION FEE

In order for a Buyer to secure an Option Period in Texas, they must first pay an Option Fee to the Seller. This is rooted in the legal principle in real estate contracts known as “valuable consideration.” The Buyer is asking the Seller not to accept offers for a certain time period (Option Period) while inspections are performed and are under review. Therefore, they compensate the Seller for their time in which they have reserved the property for the Buyer and not entertained other offers. The Option Fee is paid after the contract is signed. If the Buyer terminates the contract their Option Fee is not returned (although Earnest Money deposit is).

OPTION PERIOD

A due diligence period mutually agreed upon in the Agreement of Purchase and Sale in which the Buyer is given the opportunity to conduct a home inspection and investigate any other information about the property they believe is important. The Buyer may terminate the Agreement of Purchase and Sale without penalty and return of the Earnest Money any time before the completion of this due diligence period.

GLOSSARY

PRE-APPROVAL LETTER

A Seller will typically ask to see a pre-qualification letter from the Buyer's Mortgage Lender before considering an offer to purchase. This means that the Buyer has taken the step beyond the pre-qualification process to complete a full mortgage application with a Mortgage Lender who then provides a conditional commitment for an exact loan amount provided certain conditions are met.

PREQUALIFICATION

The process where a Mortgage Lender completes an initial review of a Buyer's income, debts, assets, credit history and liquidity. From this review, the Mortgage Lender will provide a non-binding estimate of the amount and type of loans available to the Buyer.



PURCHASE AND SALE AGREEMENT

A Texas promulgated (standardized) form that is used to negotiate the terms and conditions under which a property will be purchased. Additional documents required may include a valid Survey, T-47, and Sellers Disclosure.

GLOSSARY

REALTOR®

Only Agents who are active members of the National Association of Realtors, and adhere to the Association's code of ethics, can call themselves a REALTOR®.



SELLERS DISCLOSURE

The Sellers Disclosure form is required by Sellers of previously occupied single-family residences and is used in conjunction with a contract for the sale of real property. It contains information regarding material facts and the physical condition of the property. When in doubt, disclose everything you know about the property! Sellers are most often sued after a transaction for non-disclosure of known material facts.

SETTLEMENT STATEMENT

An accounting of a real estate transaction prepared by the Title Company that provides an itemized list of how all costs and fees associated with the transaction are allocated between the Buyer and the Seller.

GLOSSARY



SPECIAL PROVISIONS

Specific factual statements added to the Agreement of Purchase and Sale outlining actions or requirements not previously addressed in the agreement. Example: language ensuring the property is thoroughly cleaned before the Buyer takes possession.

SURVEY

The process by which property boundaries are measured and land areas are determined. A Survey will show lot lines and dimensions, highlight any encroachments or easements and confirm compliance with setback requirements. Generally provided by the Sellers and verified by the Title Company. If the Survey is not available or not approved by the Title Company, the Agreement of Purchase and Sale will outline whether it is the expense of Buyer or Seller to provide a new Survey. Surveys are required as part of the Agreement of Purchase and Sale to register the property with the new Buyer in County records.



GLOSSARY



TITLE INSURANCE

Owner's Title Insurance provides protection against financial loss if a defect in the chain of sale is discovered at some point in the future. Possible defects include flawed information in deeds or Mortgage, claims prior ownership from a former property owner or invalid deeds from a past sale or transfer a property.

WARRANTY DEED

A document used to legally transfer property and pass ownership from one party to another. A Warranty Deed usually includes a legal description of the property, the name of the Seller(s) transferring the property and the name of the person taking ownership of the property.



READY TO GET STARTED?



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FOLLOW ALONG

