



ELEVATING THE REAL ESTATE EXPERIENCE,
One Relationship At a Time

Seller Guide

SIMIENPROPERTIES.COM

A MESSAGE FROM

Our Owner

welcome

"People first, transactions second."

This ideal shapes everything we do—especially when it comes to selling your home. We understand that parting with a home is a journey filled with memories and aspirations for what comes next. Our mission is to make this transition as impactful, seamless, and rewarding as possible, ensuring your home shines in the eyes of buyers and stands out in the market, all while creating an experience that leaves you feeling empowered and excited for your next chapter."

Jimmy Simien

Broker/Owner

Simien Properties

jimmy@simienproperties.com



WHAT MAKES US *Stand Out*

Welcome to Simien Properties, where the journey of selling your home transcends mere transactions—it blossoms into a partnership steeped in expertise and genuine care. We hold that success resides in the finer details, and we tackle each sale with the wisdom and precision that only years of devoted experience can bestow. From grasping the subtle intricacies of the local market to illuminating the distinctive qualities that render your home unique, our team embraces a thoughtful, hands-on approach at every turn. With Simien Properties, you will encounter a level of commitment and knowledge that not only distinguishes us but also paves the way for an extraordinary home-selling adventure.



SCAN HERE

TABLE OF

Contents

- 1 The Process At a Glance
- 2 Step 1: Hire a Real Estate Agent
- 3 Step 2: Prepare Your Home to Sell
- 4 Step 3: Complete Disclosures
- 5 Step 4: Set Listing Price
- 6 Step 5: List and Market Your Home
- 7 Step 6: Showings and Open Houses
- 8 Step 7: Receive, Negotiate, and Accept Offer
- 9 Step 8: Buyer Schedules Inspection
- 10 Step 9: Appraisal
- 11 Step 10: Complete Repairs
- 12 Step 11: Clear to Close
- 13 Step 12: Closing Day
- 14 We Love Our Clients

SOLD



THE PROCESS *at a glance*

1

HIRE A REAL ESTATE
AGENT TO COME
ASSESS CONDITION OF
YOUR HOME

2

PREPARE
YOUR HOME

3

COMPLETE
DISCLOSURES

4

SET LISTING
PRICE

5

LIST AND
MARKET
YOUR HOME

6

SHOWINGS &
OPEN HOUSES

7

RECEIVE,
NEGOTIATE, &
ACCEPT OFFER

8

BUYER
SCHEDULES
INSPECTION

9

APPRAISAL

10

COMPLETE
REPAIRS
(IF APPLICABLE)

11

CLEAR TO
CLOSE

12

CLOSING
DAY!

1 STEP ONE HIRE A REAL ESTATE *agent*

Step one in selling your home is bringing in a skilled local real estate agent to evaluate its condition—an often overlooked but crucial step. This initial assessment goes beyond simply identifying repairs; it offers a strategic roadmap to showcase your home's best qualities while addressing any elements that may affect its appeal. A knowledgeable agent understands the nuances of the local market, knowing exactly what catches buyers' attention and what could lead them to hesitate. By beginning with this professional insight, you set a strong foundation for maximizing your home's value, aligning it with buyer expectations, and ultimately creating a smoother, faster path to a successful sale.



STEP TWO PREPARE YOUR HOME

to sell

1 DECLUTTER

Decluttering is a powerful way to prepare your home for sale. By removing excess items and personal touches, you create an inviting space where buyers can imagine their own life unfolding. A clean, organized home feels more open and bright, allowing your property's best features to stand out and make a memorable impression.

2 MAKE REPAIRS

Completing essential repairs before listing your home is key to capturing buyers' attention and boosting your property's appeal. Addressing issues like worn-out fixtures, minor cracks, or damaged paint signals that the home has been well cared for and thoughtfully maintained. These small but meaningful updates create a polished, move-in-ready impression, allowing buyers to focus on the home's potential rather than possible repairs. A well-prepared home stands out as both inviting and reliable.

3 HOME STAGING

Home staging is an effective way to boost your home's appeal to potential buyers. By thoughtfully arranging furniture and decor, staging highlights your property's strengths and creates inviting spaces. This process allows buyers to envision themselves living there, fostering an emotional connection that can lead to quicker sales and higher offers.



3



The Texas Real Estate Commission (TREC) requires sellers to provide a Seller's Disclosure Notice, which outlines the property's condition and any known issues.

Seller's Disclosure Notice: This form requires sellers to disclose information about the property, including its condition, any past repairs, and specific issues such as plumbing, electrical, or structural problems. Sellers must answer all questions honestly and to the best of their knowledge.

Provide Additional Documentation: Depending on the property type, sellers may need to provide other disclosures, such as lead-based paint disclosures for homes built before 1978 or disclosures related to natural hazards like flood zones.

Present Disclosures to Potential Buyers: Once completed, sellers must present these disclosures to potential buyers, typically during the negotiation process. Transparency at this stage builds trust and can help facilitate a smoother transaction.

STEP FOUR SET LISTING

Price

Pricing your home to sell with the help of your realtor is a collaborative process that leverages their expertise and market knowledge to achieve the best possible outcome. Here's how this step typically unfolds:

Comparative Market Analysis (CMA): Your realtor will conduct a detailed Comparative Market Analysis, examining recent sales of similar homes in your neighborhood, along with current listings. This analysis considers various factors such as location, size, age, condition, and features, providing a solid foundation for pricing.

Market Trends Assessment: Your realtor will analyze current market trends, including inventory levels and buyer demand, to determine whether it's a buyer's or seller's market. This context is crucial for setting a competitive price that attracts buyers while maximizing your profit.

Home Evaluation: Together, you and your realtor will walk through your home to evaluate its condition, unique features, and any recent upgrades. This firsthand assessment allows your realtor to make informed recommendations about adjustments that could increase the home's value.

Setting a Strategic Price: Based on the CMA, market trends, and the home evaluation, your realtor will help you establish a strategic listing price. They may suggest pricing slightly below market value to attract more buyers or at market value to ensure a quick sale, depending on your goals.

STEP FIVE LIST & MARKET

Your Home



Professional Photography: High-quality photos are essential for making a strong first impression online. Your realtor may hire a professional photographer to capture your home in the best light, showcasing its layout and features. Stunning visuals can attract more interest and encourage potential buyers to schedule showings.

Creating a Compelling Listing: Your realtor will help you create a compelling listing that highlights your home's best features. This includes writing an engaging description that captures the essence of the property and its unique selling points. Your agent will list home on multiple platforms. This broad exposure increases visibility among potential buyers.



Utilizing Social Media: Social media can be a powerful marketing tool. Your realtor may promote your listing through various platforms, sharing enticing images and descriptions to reach a wider audience. This approach can engage potential buyers who may not actively be searching for a home.

Print Marketing Materials: In addition to online efforts, consider traditional print marketing materials such as brochures, flyers, and postcards. Your realtor can design and distribute these materials in your neighborhood or at local events to attract local interest.



STEP SIX SHOWINGS AND

Open Houses



The home showings and open houses phase is an exciting step in the selling process, where your property gets its moment in the spotlight. During this phase, potential buyers have the opportunity to experience your home firsthand, envisioning themselves in the space and building an emotional connection.

Scheduling and Flexibility: Showings are typically scheduled at times that accommodate the greatest number of buyers. Your realtor will work to ensure that showings are well-coordinated, but keeping some flexibility in your schedule can help attract more potential buyers. Showings are scheduled through the designated showing service.

Hosting Open Houses: Open houses offer a unique opportunity to attract multiple buyers in a single day. During an open house, your realtor will welcome visitors, answer questions, and share insights about the home and neighborhood. This event allows for more casual viewing, which can help buyers feel comfortable and envision themselves in the space.

Gathering Feedback: After each showing and open house, your realtor will gather feedback from buyers and their agents. This input can be valuable in understanding what appeals to buyers and if any adjustments could enhance the home's appeal.



7

STEP SEVEN

RECEIVE

NEGOTIATE

&

Accept Offer

Receiving, negotiating, and accepting an offer is an exciting milestone in the home-selling journey. When an offer comes in, your Realtor will carefully review the details with you, examining key aspects such as the offer price, proposed closing date, contingencies, and any buyer requests.

From there, the negotiation begins—your realtor will work with the buyer's agent to find the best balance, advocating for your priorities while keeping the deal moving forward. Once terms are finalized and both sides are satisfied, you'll accept the offer, officially setting the course toward closing. This stage is where strategy, collaboration, and clear communication come together to achieve the sale you've been working toward.



8 STEP EIGHT BUYER'S HOME *Inspection*

Once an offer is accepted, the buyer will typically schedule a licensed inspector to examine the home's structure, systems, and key features, including the roof, plumbing, electrical, HVAC, and foundation. This inspection takes place during the option period, and can reveal any underlying issues that may need repair or further negotiation.

For sellers, this stage is a chance to show transparency and address any potential concerns that arise. Your realtor will guide you through the inspection results, helping you navigate any repair requests or adjustments to ensure the sale moves forward smoothly. A successful inspection builds buyer confidence and brings you one step closer to closing.

9

STEP NINE

BUYER'S

Appraisal

The buyer's lender will hire a licensed appraiser to determine the home's fair market value, ensuring that the property aligns with the loan amount being requested. During the appraisal, the appraiser evaluates factors like the home's size, condition, upgrades, and recent comparable sales in the area.

If the appraisal matches or exceeds the offer price, the sale can proceed as planned. However, if the appraisal comes in lower than expected, there may be a need for negotiation—either to adjust the sale price or explore other options to bridge the gap. Your realtor will help you navigate this process, offering strategies to keep the transaction on track and bring you closer to a successful closing.

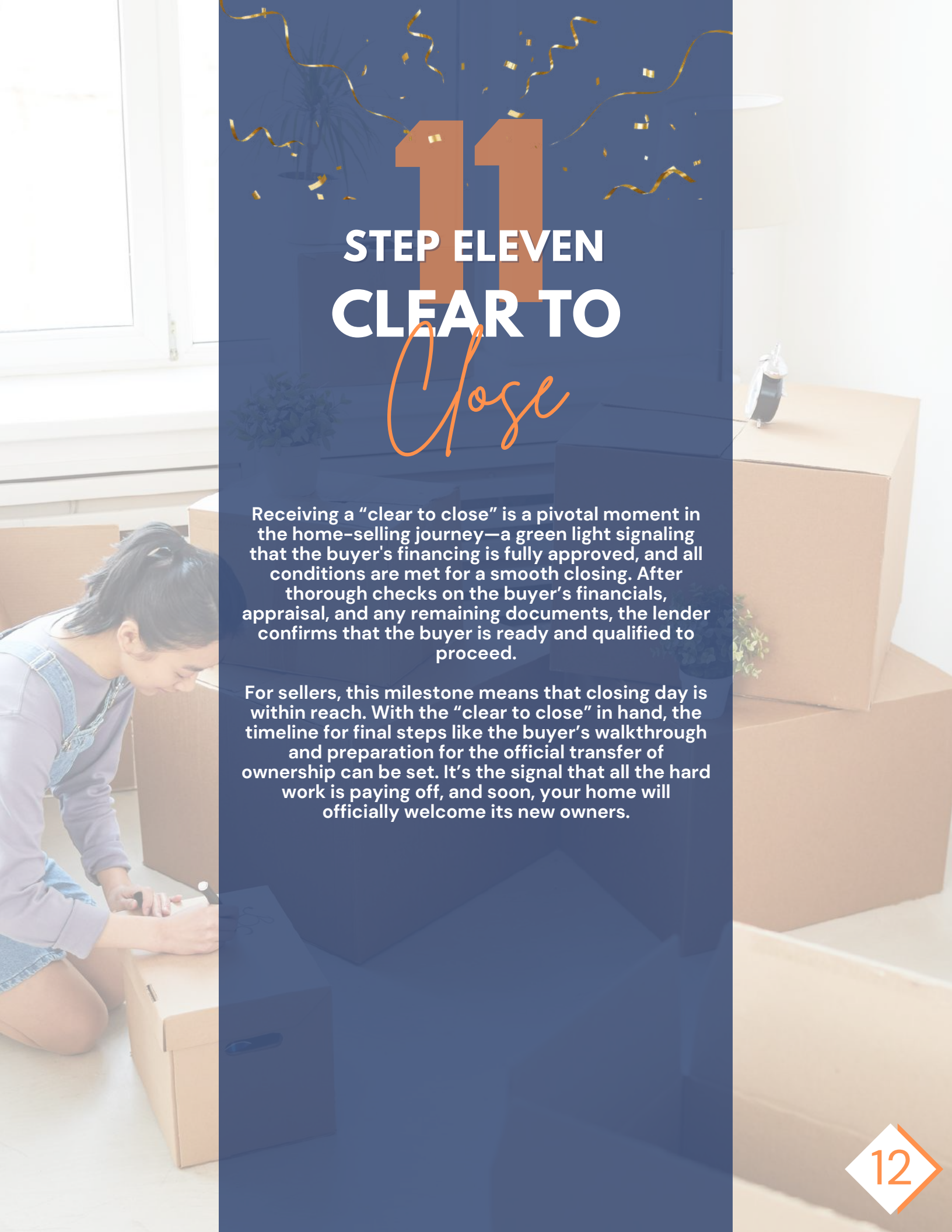


STEP TEN COMPLETE

Home Repairs

After the buyer's inspection, any agreed-upon repairs become a key step toward a smooth closing. This process isn't just about addressing fixes—it's about building trust and showing your commitment to a quality sale.

It's best to use licensed professionals for each repair, as their expertise ensures the job is done right and adds credibility to the transaction. Once the work is complete, keep all receipts and documentation as proof for the buyer, assuring them that each item has been professionally handled. By tackling these repairs with care and transparency, you're paving the way for a successful, cooperative closing experience.



11

STEP ELEVEN

CLEAR TO *Close*

Receiving a “clear to close” is a pivotal moment in the home-selling journey—a green light signaling that the buyer’s financing is fully approved, and all conditions are met for a smooth closing. After thorough checks on the buyer’s financials, appraisal, and any remaining documents, the lender confirms that the buyer is ready and qualified to proceed.

For sellers, this milestone means that closing day is within reach. With the “clear to close” in hand, the timeline for final steps like the buyer’s walkthrough and preparation for the official transfer of ownership can be set. It’s the signal that all the hard work is paying off, and soon, your home will officially welcome its new owners.

12

YAY

it's closing day!

THREE THINGS YOU'LL NEED TO BRING TO CLOSING

- ☐ **Government-Issued ID:** A valid photo ID, such as a driver's license or passport, is required to verify your identity during the closing process.
- ☐ **Final Keys, Garage Openers, and Access Codes:** Bring all sets of keys, garage openers, and any access codes for security systems or smart home devices, as these will be handed over to the buyer.
- ☐ **Banking Information for Wire Transfer:** If you're receiving sale proceeds by wire transfer, bring your banking details or voided check to ensure funds go to the correct account.

WHAT TO EXPECT

The seller will review and sign various legal documents, including the closing statement, which details all financial aspects of the sale. This ensures that both parties agree on the terms.

Once all documents are signed and funds are disbursed, the seller hands over the keys and any access codes to the buyer, officially transferring ownership.

After signing, sellers will receive their proceeds from the sale, either via check or wire transfer, marking the financial culmination of the selling process.



WE LOVE OUR *Clients*



"Jimmy is extremely knowledgeable and proactive. With 20 years of experience, he really knows how to market and sell your home, as well as position and maneuver you through. It made for a smooth and seamless process. No stone is ever left unturned with him. I truly appreciate the time and attention he gave us. We will definitely be working with him again in the future."

"Joe Haas was very responsive to all my questions and concerns and was very helpful through this process. This sale was from an estate, thus making the sale more complex than normal and Joe helped me understand what I needed to do. Kudos to Joe."



"Simien Properties went above and beyond helping me sell my house. Jimmy and Amie Burns were extremely helpful and knowledgeable and provided outstanding help especially since I was in the process of moving out of the area."



More Reviews!



Houston
Association of
REALTORS®



Top 25 Team in Houston
2018 - 2024
Houston Business Journal