


seller's GUIDE

PAULY
PRESLEY
REALTY



A photograph of a modern building with a concrete walkway and landscaping. The building features a mix of dark blue and light grey panels, with several windows. The sky is clear blue, and there are some trees in the background. The overall scene is bright and professional.

It has always been essential for our agents and associates to be extensively educated in their specializations. Our entire team shares the passion to bring creativity, dedication, and flexibility to the job when achieving goals for our clients. Over 30 people are available to represent you, and each of our agents brings something very unique to the table. We're approachable, professional, and know the ins and outs of Austin. You will love working with a Pauly Presley Realty agent and the service they provide. Feel comfortable knowing your real estate needs are in good and experienced hands.



PAULY PRESLEY REALTY

Since 2005, Pauly Presley Realty has been building an expert team of Realtors® to help the residents of Austin and its surrounding areas find their dream homes, apartments, and condos. With over 30 real estate agents on the Pauly Presley team, we have Realtors® specializing in every type of housing that Austin has to offer. From high-end downtown condos to cozy apartments for lease; from vintage homes in trendy neighborhoods to sprawling mansions in the hill country, our agents do it all. Pauly Presley Realty's agents are ready to help you find your dream home today. Our Realtors® will help you find a home within your budget and timeframe. We look forward to helping you during each and every step throughout the entire real estate process.

PAULY PRESLEY REALTY
2401 E 6th St #3033
Austin, TX 78702
512.482.9602

listing PORTFOLIO.



11511 Swearingen Dr. | \$599,900



4606 Freedom Dr. | \$1,300,000



7109 Viridian Ln. | \$1,050,000



2709 Pinewood Terr. | \$850,000



SOLD

3505 Tyrone Dr. | \$765,000



SOLD

200 S Sage Hollow | \$765,000



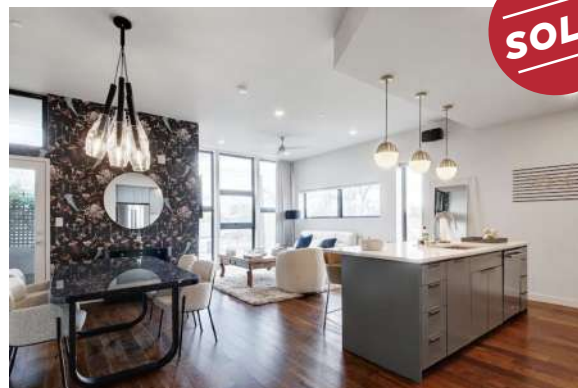
SOLD

1014 Minturn Ln. | \$550,000



SOLD

902 Plateau Cir #1 | \$970,000



SOLD

1322 E 12th St #308 | \$535,000



SOLD

1807 Jacey Way | \$483,000



the listing process
AN OVERVIEW
OF WHAT TO EXPECT.



CHOOSE YOUR REALTOR®



ESTABLISH PRICING & TIMELINE



PREPARE TO LIST



MARKETING STRATEGY AND IMPLEMENTATION



LIST AND SHOW YOUR PROPERTY



RECEIVE, REVIEW, AND ACCEPT OFFER



CONTRACT TO CLOSE



establish pricing + TIMELINE.

Through research and due diligence, we will determine the most accurate value for your property.

FACTORS THAT AFFECT THE VALUE

- + Location
- + Comparable Sold Properties
- + Supply & Demand
- + Reproduction Costs (Lot Value & Structure Value)
- + Economy
- + Condition
- + Style, Finishes, Aesthetics
- + Landscaping
- + Zoned Schools
- + Future Area Development

prepare TO LIST.

Before your property goes live, it is extremely beneficial to begin generating interest early. Here are a few ways we will get the process started.



COMPLETE LISTING AGREEMENT

To get started, we will need a copy of the signed listing agreement. This is a contract between you (the seller) and the listing broker agreeing to market your property for a certain period of time.



PRELIMINARY WALK THROUGH

We will advise and make recommendations when preparing to list your home. These may include decluttering, minor repairs, staging, creating curb appeal, and more.



PHOTOGRAPHY / DRONE FOOTAGE

We work with professional photographers to make sure your property is presented and showcased beautifully.



SIGNAGE

A “For Sale” sign will be placed in your property’s front yard (if allowed).

marketing strategy + IMPLEMENTATION.

ONLINE EXPOSURE

We will work to promote your listing across several online platforms including, but not limited to:

- + MLS (Multiple Listing Service) - Your property will be listed on the MLS, which will make it accessible to all agents and potential buyers in your area. The listing will include property information, a detailed description, and professional photography.
- + Your property will be syndicated to Zillow, Trulia, Realtor.com, other local real estate brokerage websites, and many other websites.
- + Social Media Channels - We utilize our social media channels to promote listings by sharing high-quality interior and exterior images to position your property in its finest light to a growing audience.

f FACEBOOK

4,300

FOLLOWERS
+ GROWING

@ INSTAGRAM

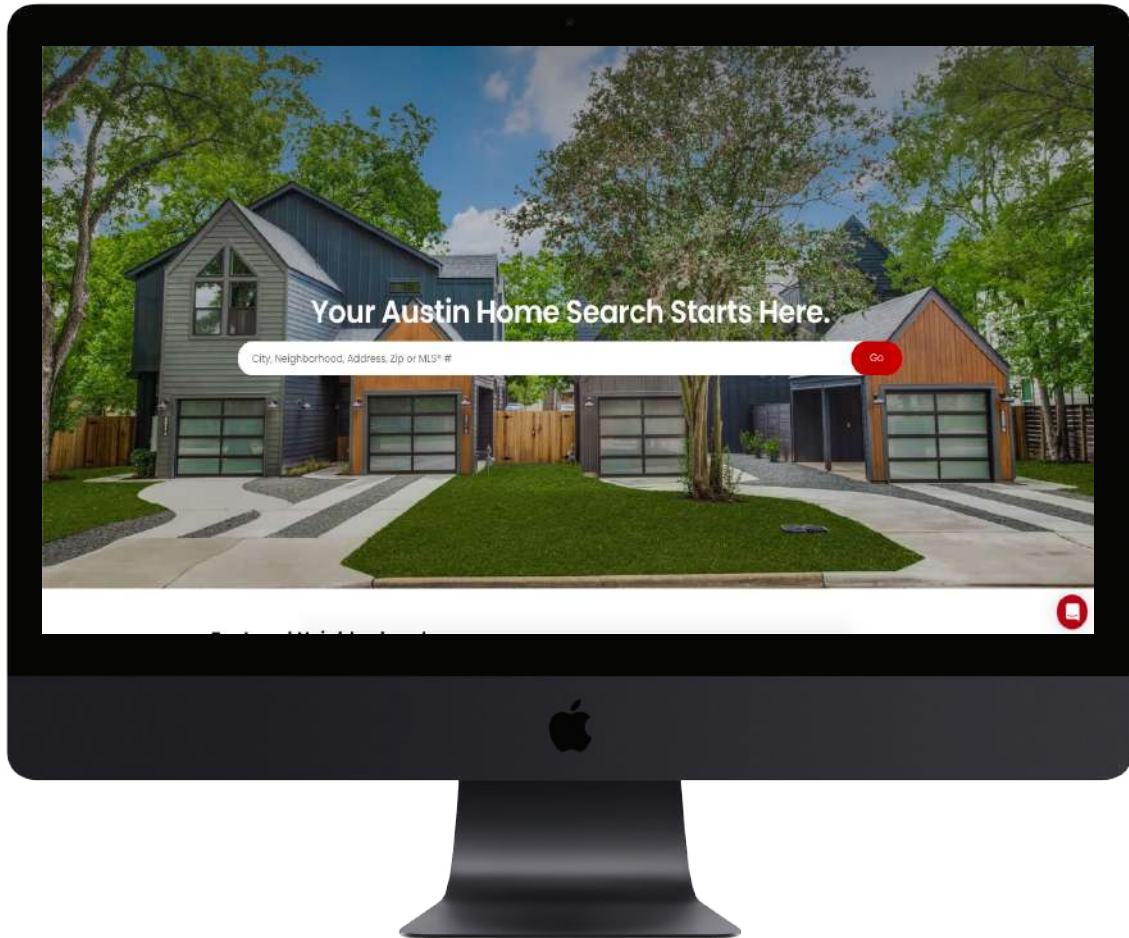
14,100

FOLLOWERS
+ GROWING

G GOOGLE

717

GOOGLE REVIEWS
(ALL 5 STARS)



2023 WEBSITE STATS

1,029,048

TIMES OUR WEBSITE SHOWED
IN GOOGLE SEARCH
(not including PPC)

56,332

PEOPLE VISITED
OUR WEBSITE

3:17

AVERAGE AMOUNT OF TIME
VISITORS SPENT ON SITE
(in minutes)



listing your
PROPERTY.

Once your listing is active, here's what you can expect.

RELEASE LISTING TO MLS

Your property will be listed on the MLS, which will make it accessible to all agents and potential buyers in your area. The listing will include property information, a detailed description, and professional photography.

SOCIAL MEDIA

We will use a variety of social media platforms to promote your listing. Social media platforms serve as a vital source in positioning your home in front of thousands of qualified buyers.

OPEN HOUSE EVENT(S)

An open house is a great way to create hype around your home and gain exposure to potential buyers. We will use our scheduled open house(s) as another way to market the property on a variety of social platforms and help increase awareness of your property.

SHOWINGS

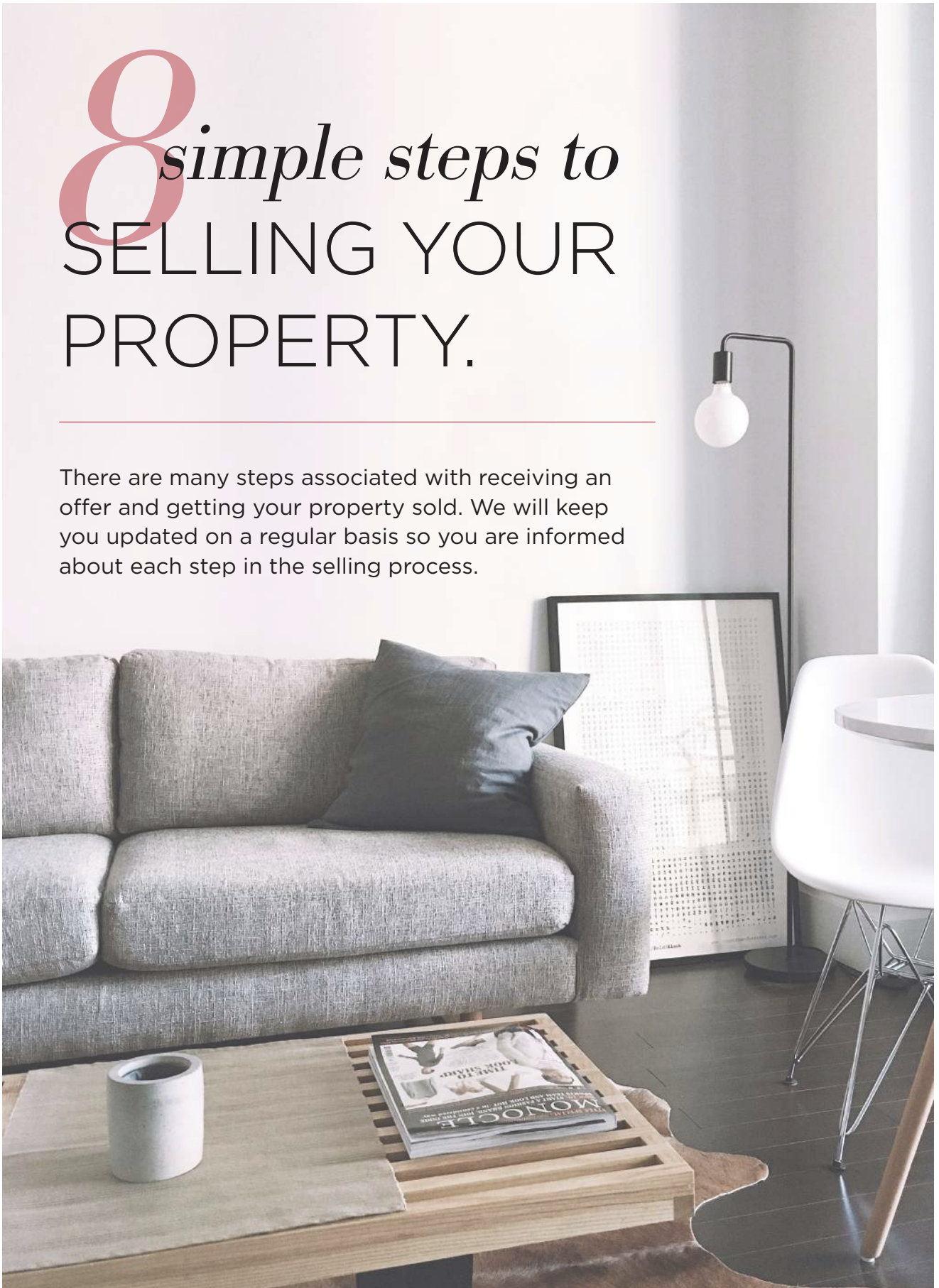
Other agents will be required to give notice before showing your home to a potential buyer. It is essential to maintain the home in its best condition. We are happy to accommodate any special showing requests you have before your listing goes live.

SHOWING REPORTS

We will contact agents that show your home to gather feedback from their clients and their impression of the condition, price, and appeal of your home. We will keep you updated with status reports and any recommended changes.

8 *simple steps to* SELLING YOUR PROPERTY.

There are many steps associated with receiving an offer and getting your property sold. We will keep you updated on a regular basis so you are informed about each step in the selling process.



STEP 1

REVIEW OFFER

We will review the offer(s) and use our experience to provide recommendations about whether to accept, counter, or reject the offer.

STEP 2

EXECUTE THE CONTRACT

The contract becomes binding when all parties have agreed to terms and signed the paperwork.

STEP 3

OPTION PERIOD + HOME INSPECTION

Option period is negotiated between the buyer and seller to allow the buyer time to inspect the property.

STEP 4

FINANCING

Once the contract is finalized, the buyer's lender will order an appraisal to confirm the property's value is sufficient. The lender will also review the buyer's financial information to ensure it meets the lending criteria.

STEP 5

TRANSFER UTILITIES

After we have final notice of the closing date, you will need to notify all utility companies to terminate or transfer your service.

STEP 6

FINALIZED LOAN DOCUMENTS

Once the buyer's loan is fully approved, their lender will deliver their final loan documents to the title company to complete the settlement statement and establish a "clear to close."

STEP 7

REVIEW SETTLEMENT STATEMENT

Prior to closing, the title company will complete the settlement statement, which is a complete accounting of the transaction.

STEP 8

CLOSING + FUNDING

We will attend the closing of your home to answer any questions you may have. You will sign all the required documents to transfer the title of your home to the buyer. Upon receipt of funds by the title company, your home will officially transfer, and you will receive the proceeds of the sale!

moving FORWARD

Thank you for the opportunity to earn your business. We will need the following information to move forward and begin preparation to list your property.

1

SIGNED IABS

(Information About
Broker Services)

This document informs our brokerage that you have received this form.

Your initials will be requested.

2

SIGNED SELLERS AGREEMENT

A formal way of shaking hands and saying we're going to get your property sold.

3

SIGNED SELLERS DISCLOSURE

A detailed list of improvements, modifications, or defects pertaining to the property.

4

EXISTING SURVEY

(If Needed)

Please provide us with any existing survey from a past sale or appraisal.

5

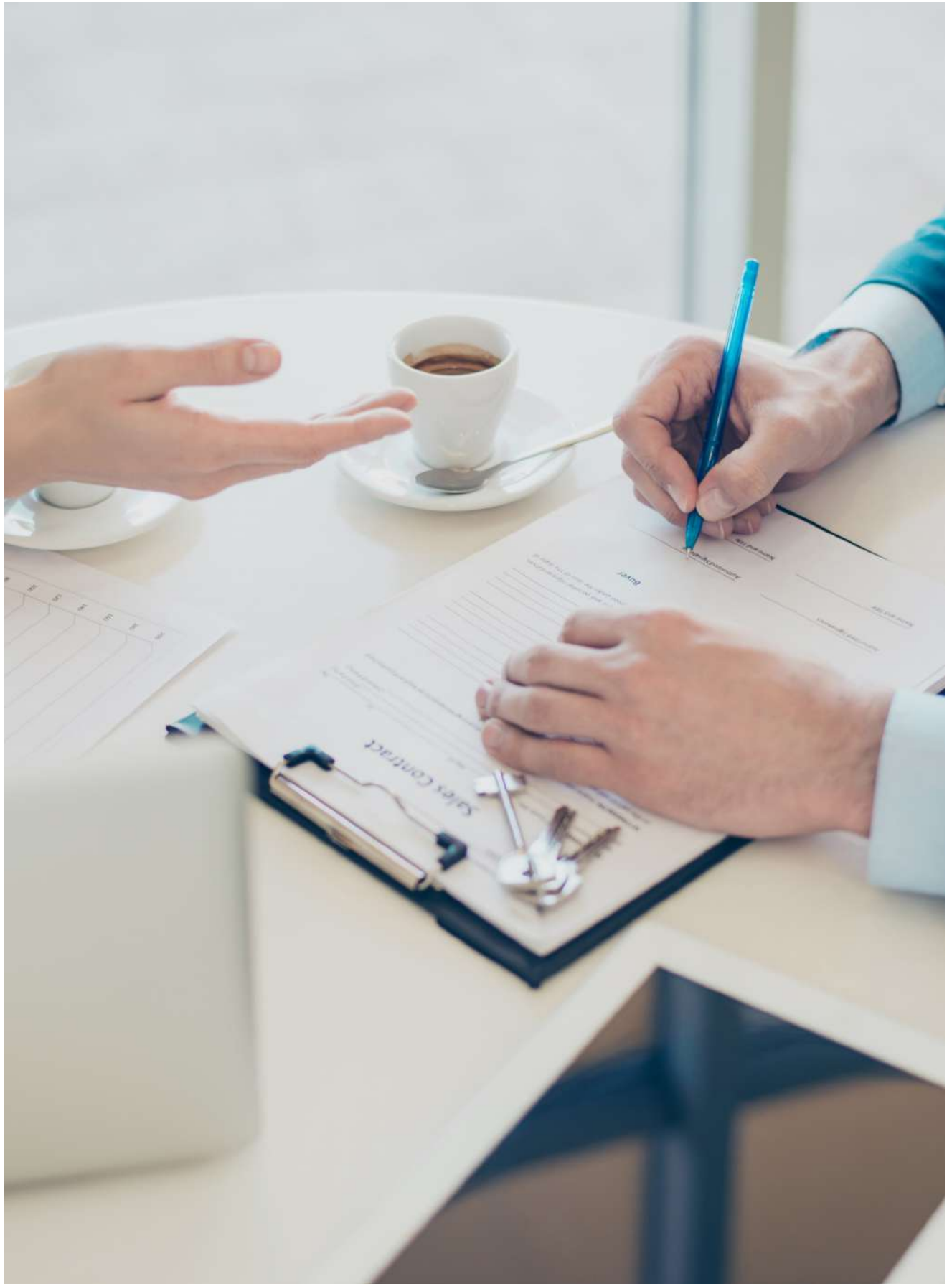
PRIOR INSPECTION REPORT(S)

Please provide us with any existing inspection report from a past sale.

6

ECAD

The city of Austin requires an Energy Audit for homes and condos more than 10 years old. There are some exceptions.





www.paulypresleyrealty.com