

TEALDOORREALTY

YOUR GUIDE TO

Sold

FRANCESCA CABLE | 512.577.0935 | FRANDESCACABLE.COM



Francesca Cable

REAL ESTATE AGENT

a little about me...

I am a mother to 2 sweet children, Dash who is 9, and Harley who is 5. I've been a military spouse for 13 years & love everything that comes with it! I have been in real estate for about 7 years now and can say I truly found my calling. When I am not helping clients buy and sell homes I like to hang with my chickens! I never thought being a chicken owner would be so rewarding but there is nothing like having your own fresh eggs! When not tending to the chickens I'm usually taking my kids on adventures, and gardening. I am dedicated to helping clients meet all of their home selling goals and look forward to helping you with yours!

let's connect



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Fort Moore, Columbus, Midland,
Phenix City, Fort Mitchell and
surrounding areas



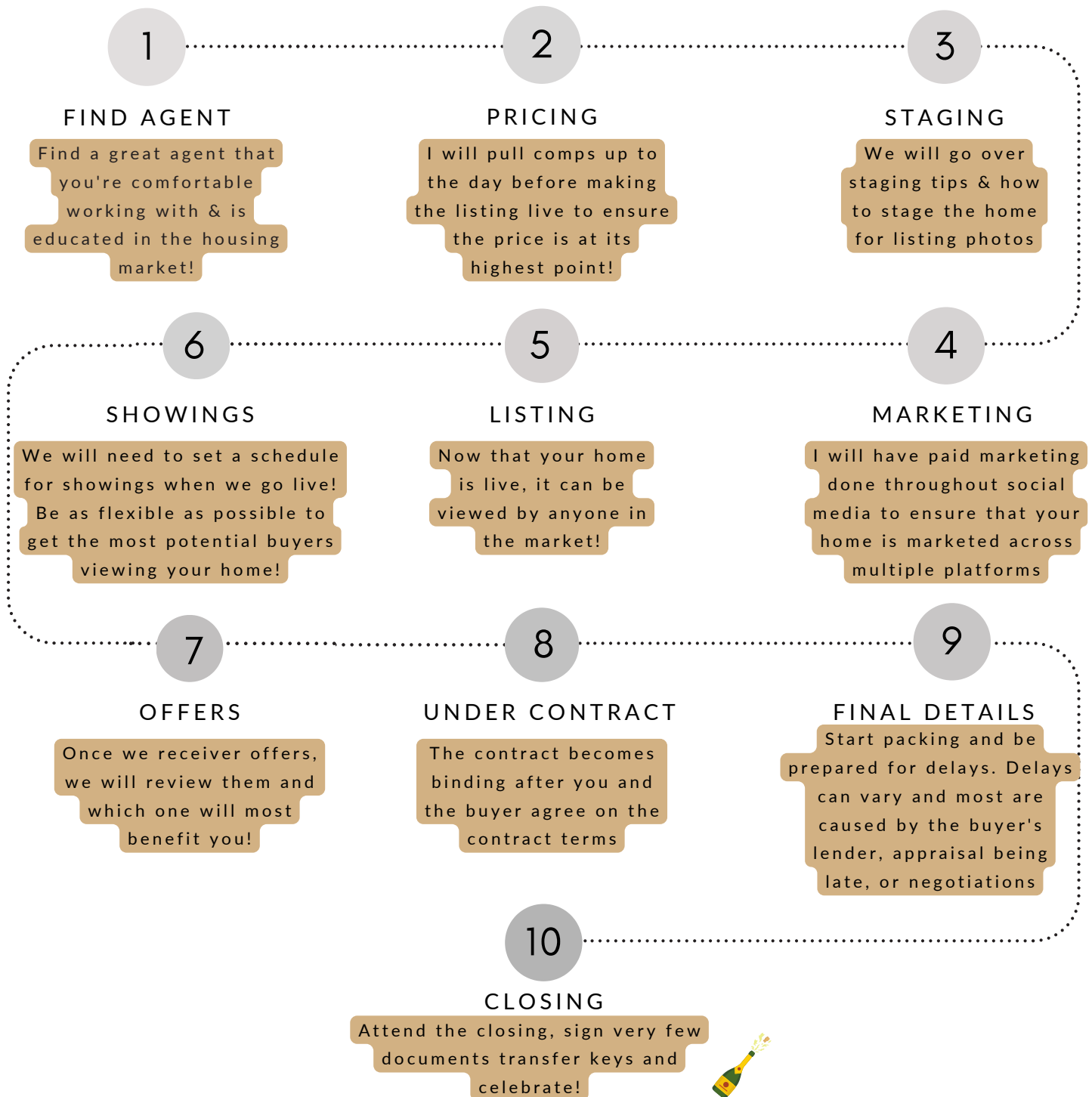
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HOME SELLER'S *Roadmap*

Use this roadmap as a quick overview of the selling process. If you have any questions, please reach out!



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REAL ESTATE *Terms*

PRE-APPROVAL

A pre-approval is a preliminary evaluation conducted by the lender to show that the buyer has the funds to purchase up to a certain amount. This is extremely helpful when picking an offer. It is a must-have from the buyer's agent!

OFFER

An agreement between a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as a sales contract.

CONTINGENCY

When an offer is accepted by the seller, but there are certain conditions that must be met before the sale is final. For instance, if the buyer MUST sell their current home before they close on the home you are selling

CLOSING COST

The fees that are paid at the end of the purchase by either the buyer, seller or both. These include taxes, insurance and lender expenses. With how hot the market is, the BUYER is usually paying for them

DUE DILIGENCE PERIOD

Due diligence period is the time the buyer gets an inspection and we negotiate any repairs. During this time, the buyer can terminate the contract and receive back earnest money.

TITLE SEARCH

A title search proves that the property is, in fact, owned by the you and there are not liens/ judgements on the home.

APPRAISAL

The appraisal is the value given to a property based on comparable properties that have recently sold. This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

HOME INSPECTION

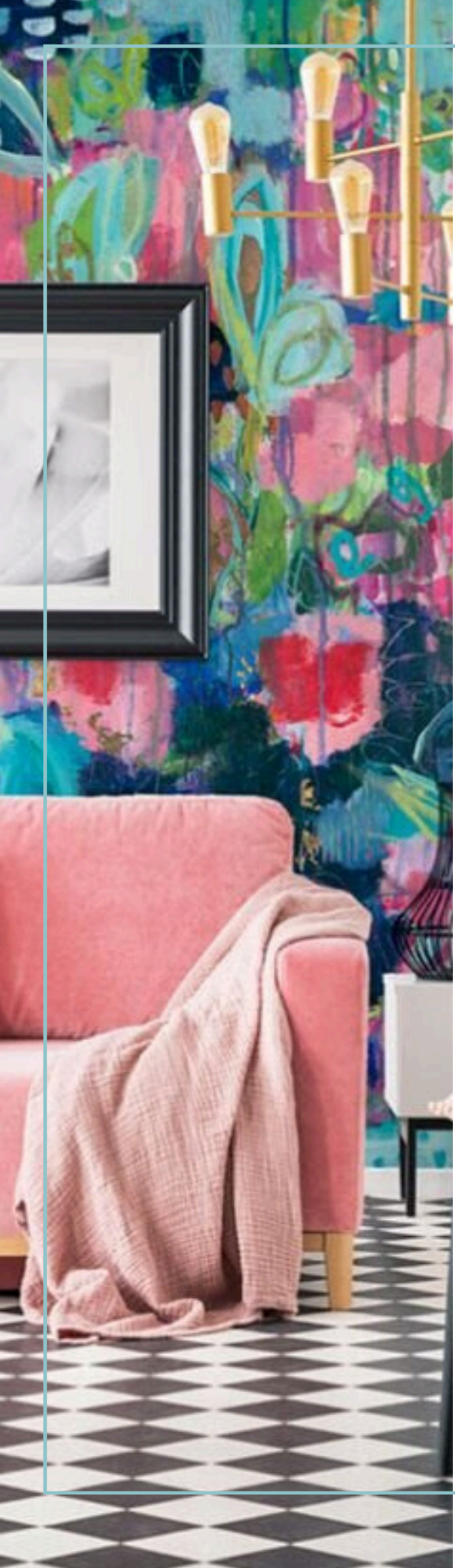
An inspection is a professional examination of the property's condition. This is paid by the buyer!

DISCLOSURES

All sellers are required to fill out a property disclosure stating what they know about the property - good or bad. Other disclosures can include community disclosure and lead based paint disclosure.

CLOSING

This is the final step of your real estate transaction. At closing the funds from the buyer are provided to the seller and the buyer receives the keys. This process typically takes an hour.



10 STEPS TO *selling a home*

- 01 FIND A GREAT AGENT
- 02 ESTABLISH A PRICE
- 03 STAGING YOUR HOME
- 04 MARKETING
- 05 LISTING THE HOME ON THE MARKET
- 06 SHOWINGS
- 07 OFFERS & NEGOTIATIONS
- 08 UNDER CONTRACT
- 09 FINAL DETAILS
- 10 CLOSING



Preparing
to Sell

1

FIND A GREAT AGENT

A real estate agent is a huge asset to you as you go through the home-selling process. This is one of the biggest transactions of your life and you need a skilled professional guiding you through the process.

I will be working with your best interests in mind and can help guide you through all the stages of selling your home. My education on the housing market and getting you TOP DOLLAR for your home is my ultimate goal.



Connect YOUR HOME WITH PROSPECTIVE BUYERS

As a Realtor, I often have access to information about homes going on the market before the public. They can expose your home to the largest potential audience.

Get YOU MORE MONEY

I will be able to help you negotiate top dollar for your home and ensure you aren't pressured to settle.

Attention TO DETAIL

The process of selling a home requires a good deal of paperwork. I will help you fill out all documents and get them submitted properly.

Professional NEGOTIATOR

I deal with so many difficult conversations that need to happen. I will also help you pick a strong offer and negotiate with the buyer on your behalf.

Expert GUIDE

I am here to help you with any questions you have along the way. I will offer an objective opinion and give you a much needed online presence.

2

ESTABLISH A PRICE

PRICING YOUR HOME COMPETITIVELY...

The listing price is one of the most important factors in a successful home sale. Many people will try to sell without a realtor will tend to list their home at a random price that they 'think' makes sense. This results in having to move greatly on the price or it takes much longer to get any offers.

As a realtor, I will be the expert in what homes are selling for in your area. Lean on them to help guide you in setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling quickly & at TOP dollar.

WHAT DETERMINES THE PRICE?

Remember that your home is only worth what other homes in the area are going for. One of the very first things I will do is will run a comparative marketing analysis (CMA) and provide you with a list of other houses that have sold recently in your area. This will help you see what homes of comparable size and condition to yours are going for in the current market.

You also have the option of having a home appraisal conducted to give you a better idea of the home's value.



3

PREPARE YOUR HOME

There are many quick and inexpensive things you can do to increase the likelihood of selling.

Do a quick spruce up around the inside and outside of the home. Include things like decluttering, checking for leaky faucets and pulling weeds in the front yard.



When potential buyers are coming through your home, make sure to keep all valuables and personal information out of sight. You want the potential buyer to be able to imagine themselves living in the home & having a clean, decluttered space is extremely important.

Home Staging tips...

- There are many levels of home staging to choose from based on your budget and the value of staging in your area. Whether you choose to DIY or hire a professional do your best to neutralize and depersonalize as much as possible to appeal to the widest range of potential buyers.
- You can increase your number of showings by allowing agents to use a lockbox instead of setting appointments. If you are setting appointments try to be as flexible as possible.
- I will hire & pay for professional photos to be taken of the home. The difference in phone photos & professional photos could be the difference in the amount of showings you have- which ultimately lead to offers.

PREPARING *Checklist*

EXTERIOR

- Mow lawn
- Trim around walkways, trees and bushes
- Remove weeds from flowerbeds and mulch
- Remove flaking or peeling paint and repaint or stain
- Keep the roof and gutters free of debris
- Wash all windows and window wells
- Ensure all lights are working and bright
- Plant colorful flowers in the flower bed



INTERIOR

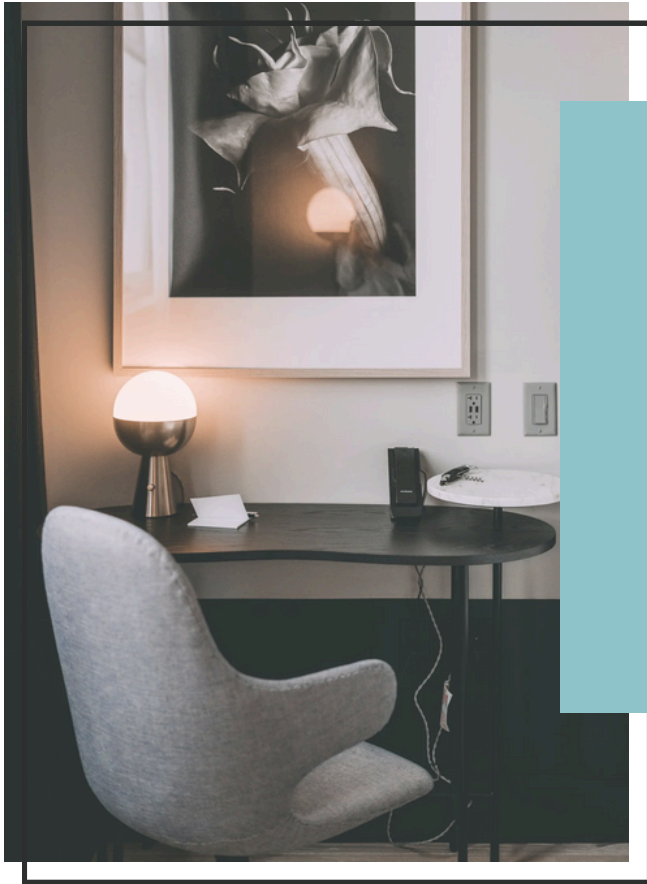
- Repaint any water stains, or damaged walls
- Remove all clutter from visible areas.
- Keep pets and their belongings out of sight
- Make sure kids toys are organized.
- Create a warm, inviting space in each room



*Finding a
Buyer*

4

MARKETING



Once your home is ready to sell, the goal is to get it in front of as many buyers as possible. The best marketed homes have beautiful photos and compelling listing descriptions that draw in potential buyers.

Marketing Tips

- I will advertise across multiple platforms
- I will craft an enticing listing description
- Make a daily to-do list to keep things tidy
- Store all children and pet toys out of sight
- Try to be as flexible as possible
- Find a place for your pets during showings
- Don't miss an opportunity for your home to be seen.

5

LISTING

Your home is officially on the market - congratulations!

I will now use every connection to get the word out about your home to other agents and potential buyers.

A sign will be put in your front yard and all the marketing tools we have discussed will be implemented.



Your online presence is one of the most important to a prospective buyer. Many people start their search here.

Having professional, well-lit photos will give you the upper edge of attracting your ideal buyer.

6

SHOWINGS



The most important thing to keep in mind while showing your home is flexibility.

I will set up all showings as well as an Open House to get as many potential buyers in your home as possible. Keep a daily to-do list so you're ready to leave at a moment's notice.

Make sure to find a place for your pets during showings. Keeping them kenneled instead of shut in a room is important! You want the potential buyer to be able to envision themselves living here!

SHOWING *Checklist*


...if you have ten minutes

- MAKE ALL BEDS
- PUT ALL CLUTTER IN A LAUNDRY BASKET,
- EMPTY ALL GARBAGE CANS AND TAKE OUT TRASH
- WIPE DOWN ALL COUNTERTOPS AND PUT AWAY DISHES
- PUT OUT CANDLES OR WALL PLUG-INS
- PICK UP ALL TOYS AND PERSONAL ITEMS
- TURN ON ALL LIGHTS

...if you have an hour

- DO EVERYTHING ON THE TEN MINUTE LIST ABOVE
- VACUUM ALL CARPET AND RUGS
- SWEEP ALL HARD SURFACE FLOORS, MOP IF YOU HAVE TIME
- WIPE DOWN MAJOR APPLIANCES
- WIPE DOWN ALL GLASS AND MIRRORED SURFACES
- PUT AWAY ALL LAUNDRY
- QUICKLY DUST HIGHLY VISIBLE SURFACES
- SET OUT AN AIR FRESHENER OR FRESHLY BAKED COOKIES





*Final
Steps*

7

OFFERS &
NEGOTIATIONS

Depending on your market you may receive multiple offers if your home is priced right. I will be your best advocate at this point. I will help you review each offer and decide which is best for you.

Be sure to disclose any current issues you know of with the home. You don't want any legal issues creeping up later.

Be prepared to negotiate. When you receive an offer you have a few choices. You can accept the offer as it is, make a counter-offer or reject the offer altogether.

It can sometimes take a couple of counter-offers back and forth before an agreement is made on both sides.

8

UNDER CONTRACT



An offer doesn't become binding until both the buyer and seller agree to the terms and sign a contract.

At this point, several things still need to occur before closing. These include... home inspection, title search, property survey and a final walk-through by the buyer within 24 hours of the closing.

9

FINAL DETAILS



This is a great time to get started packing. Make sure to keep current on insurances. Also be prepared as delays can happen.

10

CLOSING

Closing is the final step in your home selling process.

During the closing, the deed is delivered to the buyer, the title is transferred, financing documents and title insurance policies are exchanged, and the agreed-on costs are paid.

Some of the final documents are signed. Keep in mind what you may be required to pay at closing including agent commissions, loan fees, title insurance charges and recording filing fees.

Congratulations on selling your home!

CUSTOMER *Testimonials*

Francesca was an awesome realtor! Always available, extremely helpful, and easy to talk to. Helped me from the very beginning all the way through the signing. I would 10 out of 10 recommend her to anyone in the Columbus, GA area.

David Carey

If you are looking to sell your home. Francesca is your girl. I knew our house wasn't going to sell right away and I even told her that it was going to be hard to sell. Did she give up on us? Nope, instead she went full force and didn't give up until our house sold. She was very informative with everything and very patient. Thank you again Francesca. I know it got frustrating at times.

Cassandra Fink

Amazing Agent! Very professional. Will put your needs above hers. Really went out of the way to make sure all the required repairs were made in time before closing and made it extremely easy to sell my property. Genuinely cared about my family's needs and I am very thankful that she put so much effort into selling my property! Would recommend to family and friends.

Wendy Vare

CUSTOMER *Testimonials*

Highly recommend Francesca Cable!!! Great communication, responsive, honest, knowledgeable, and an awesome personality to match.

Alyssa Mask

Ladies, get the realtor that will go the extra mile for you like mine does !!!!! Get you the realtor that will show up to your house at 9am to shut off your main water for you (for an active leak)while you're at an appt with your child . Get you a realtor that will have a contractor at your house within 2 hours to stop a water leak. GET YOU A REALTOR THAT WILL GO ABOVE AND BEYOND AND ONE THAT WILL STAY IN TOUCH EVEN WHEN YOU'RE NOT ACTIVELY UNDER CONTRACT!!!

Anyone who's worked with Francesca knows this is the honest truth. She could of easily ignored my text, but she didn't. Without hesitation Francesca was there when I couldn't be. She was there from start to finish. She even sent me pictures of the damage as it was being discovered!! Our house isn't even on the market yall.

I recommend her to anyone looking for a realtor. Hit this beautiful, hardworking lady up if you're looking at buying or selling your home.

Amber Lynn Matos

Francesca has sold two homes for our family and we couldn't have been happier with our experience. She works extremely hard for her sellers and goes above and beyond to get to the closing table! We absolutely loved working with her!

Meghan Haxton

ADDITIONAL *resources*

Landscaping Company

Nick Ritterback

706-325-7766

General Contractor

Lynch Maintenance

706-718-4343

Electrical Company

Tommy Bowers

706-464-2583

Plumbing Company

Chucks Plumbing

706-320-3977