



YOUR HOME SELLER GUIDE

FROM JUST
LISTED TO

Sold

AUNDREA DUDIK, LICENSED TX ASSOCIATE BROKER,
REALTOR®, LHS, ABR®, MRP

YOUR HOME MATTERS

I believe in going above and beyond to provide top tier service & an exceptional client experience.

Aundrea is an entrepreneurial-minded professional deeply passionate about the world of real estate. Her fascination with this field stems from its fusion of community collaboration, business strategy, and strategic thinking. Holding a background and Masters in psychotherapy, Aundrea thrives on effective communication, recognizing its pivotal role in her work as a Realtor®. She strongly comprehends the emotional and mental strain associated with buying or selling a home, prioritizing validation, understanding, and exceeding her clients' needs.

Her dedication to both her profession and community is evident through her exceptional service and active engagement in initiatives that uplift and benefit others.

Beyond work, Aundrea finds joy in community activism, reading, running, and adventurous moments with her husband, two toddlers and Golden-doodle, Holly.

Aundrea Dudik

LICENSED TX ASSOCIATE
BROKER, REALTOR®



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Meet Vista Real Estate

LOCALLY OWNED AND OPERATED

MISSION

Building lasting and meaningful relationships by consistently investing in our communities and clients.

VALUES

Respectful | Empowering |
Teachable | Passionate |
Work hard, play hard



CLIENT TESTIMONIALS

Meet Some Of Aundrea's Happy Clients

"Aundrea goes above and beyond to make sure her clients get the very best."

Aundrea is absolutely the best! She was in constant communication keeping us informed of everything. She is very knowledgeable in real estate. Aundrea goes above and beyond to make sure her clients get the very best. Wish we had another house to sell just so we could work together again. I will definitely recommend Aundrea to anyone that is selling or buying a house. There is nothing negative to say about Aundrea.

ANDREWS FAMILY (BUYERS & SELLERS)



"We couldn't have chosen a better person to put our trust in with helping us find the perfect home for our family! "

Aundrea was absolutely amazing, so sweet, and personable. We couldn't have chosen a better person to put our trust in with helping us find the perfect home for our family! She absolutely rocked every part of this process and was so patient with us we appreciate her so much! Not only is she a fantastic realtor but she's also just a great person all around! Can't Thank her enough!

HUFFER FAMILY (BUYERS)





CLIENT TESTIMONIALS CONT.

*"She is always on top of things,
and she gave us right advise
without being pushy."*

Aundrea helped us tremendously with the purchase of our dream home. She is a very reliable agent, and we were so happy to have her as our realtor from the beginning of our house hunting journey. She is always on top of things, and she gave us right advise without being pushy. I highly recommend her to anyone who looking for a GOOD and RELIABLE realtor. We will definitely use her again if we have another need to purchase a house. Thank you, Aundrea for your help:)

DE LOS SANTOS FAMILY (BUYERS)

*"This was such an awesome
transaction. We sold in two
weeks!!!"*

It's been an amazing experience working with Aundrea Dudik. She always encouraged us that she will do her absolute best to insure we priced and present our home according to a seller and a buyers point of view. This was such an awesome transaction. We sold in two weeks!!! Amazingly smooth. If I had any concerns Aundrea address them honestly. Never left us hanging on what to do next or what is going to occur next. You'll never regret having her as a buying or selling agent. Thank you whole heartedly Aundrea Dudik!!

LAWSON FAMILY (SELLERS)

*"She is honest and we always felt
she was looking out for our
interests."*

Aundrea was the absolute best to work with. We found her after having a disappointing experience with another company. She was always available to show us homes. She is honest and we always felt she was looking out for our interests. Aundrea's experience in negotiations helped us to pay a lower than asking price in this challenging sellers market. If you are looking for a realtor that will work hard for your best interest, I strongly recommend Aundrea Dudik. She will not let you down!

BARRY FAMILY (BUYERS)

*"She made selling our house and
buying a new one as easy as it could
be, even in this crazy market"*

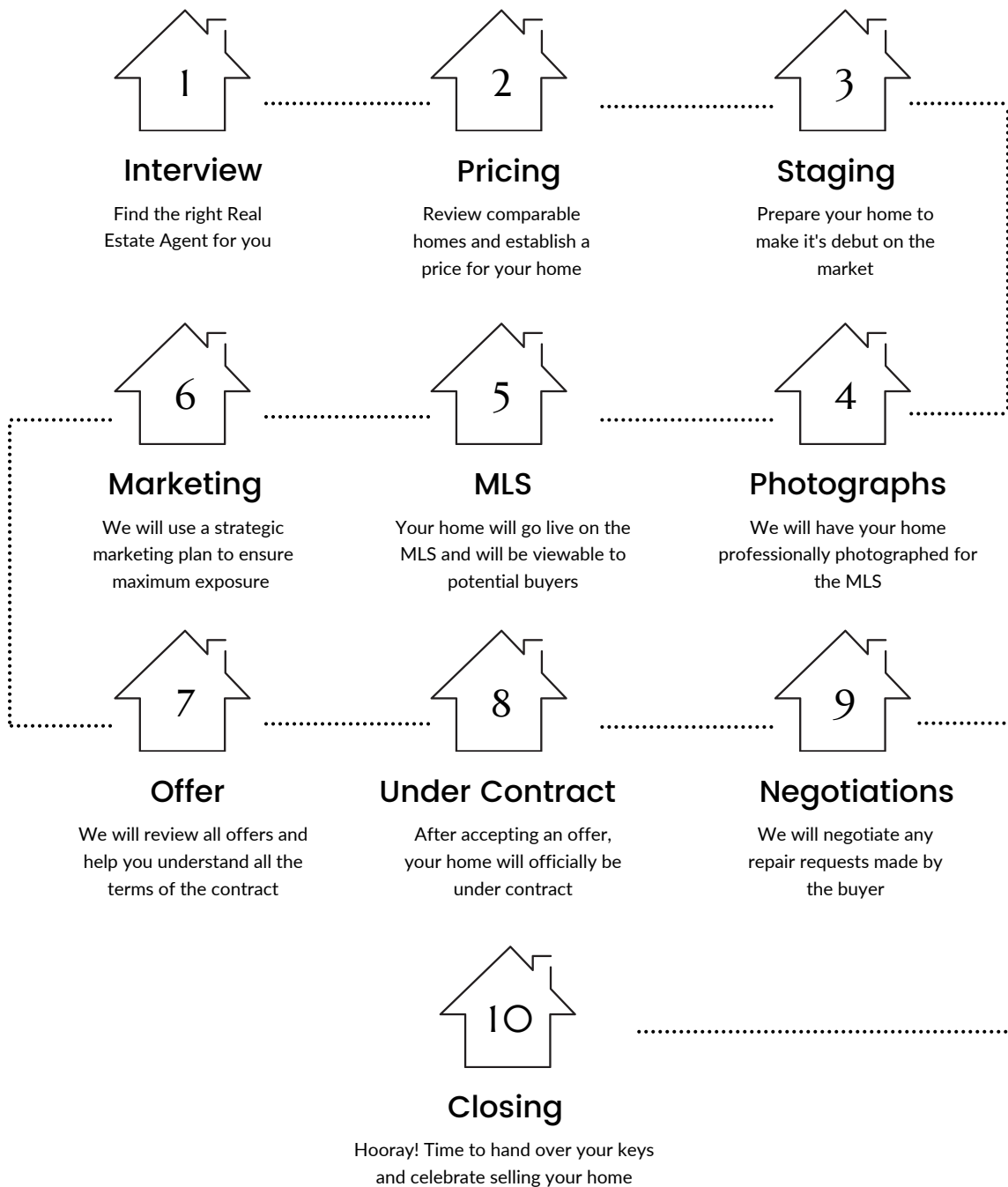
First, I want to start by saying that Aundrea is more like a friend than a realtor at this point. It's hard to believe that we only met a few months ago. She went above and beyond every step of the way. Her responsiveness is top notch. The knowledge that she has of all things real estate is amazing. She made selling our house and buying a new one as easy as it could be, even in this crazy market. Aundrea was reassuring and was always there to answer any questions that I had. Her sense of humor is just the icing on the cake!

WILLIAMS FAMILY (BUYERS AND SELLERS)

FINDING YOUR HOME

Our Proven Home Selling Timeline

THE SELLER ROADMAP OVERVIEW



KEEPING IT SIMPLE

My Proven Home Selling Timeline

OUR SIGNATURE PROCESS

STEP ONE

1

Listing Consultation

After viewing your home, I will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing price, whether staging could benefit the home and when your home will go active on the market.

STEP TWO

2

Professional Photography

After your home is prepared and staged, we will have your home professionally photographed by the top local real estate photographer. These photos will be used for the MLS listing, which means high-quality photos are a must.

STEP THREE

3

Our Marketing Plan

Your home will now be live on the MLS and viewable to potential buyers. We will use a strategic marketing plan to ensure maximum exposure. We will run social media ads, hold an open house, contact potential buyers, and commence our unique marketing plan specific to you.

STEP FOUR

4

Showings

It's important that you allow showings at your property, whether it be virtual or in-person. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your home to potential buyers.

STEP FIVE

5

Receive an Offer

You will be notified when an offer is received. We will review all offers together and I will help you understand all the terms of the contract to decide if you would like to accept, reject or counter the offer.

STEP SIX

6

Inspections

The buyer will schedule any inspections during the time period negotiated in the contract. We will negotiate any repairs requested. Keep in mind, if the contract is contingent, the buyers are entitled to walk away from the offer if any big issues arise.

STEP SEVEN

7

Appraisal

The mortgage lender will typically order an appraisal to determine the value of your home. I will educate you on your rights as a seller and will offer you alternative routes to take if the appraisal should go wrong.

STEP EIGHT

8

The Closing

You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs, and move out. After you sign the documents, it's time to celebrate because the home sale is complete.





About Your Home

HELP ME UNDERSTAND YOUR HOME

✓ What drew you to this home when you bought it?

✓ What is your favorite feature of your home?

✓ What do you like most about your neighborhood?

✓ What are some nearby attractions and amenities?

✓ What don't you like about your home?

HELPING YOU NAVIGATE THIS SEASON

About Your Situation

UNDERSTANDING YOUR GOALS



01

Your Why

Why are you moving? What is the deadline for needing to move by?

02

Your Plan

What will you do if your home doesn't sell in the expected timeframe?

03

Obstacles

Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one goal is to help you achieve your own. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.



OUR STRATEGY

Strategic Pricing

PRICING YOUR HOME TO SELL

As the seller, it's easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your REALTOR®, you can trust my pricing strategy to be unbiased, and with my skill set, I can list your home at an accurate price, which will benefit you in the long run. I will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy based on several factors.

THE TOP THREE

Pricing Factors To Consider

01.



The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

02.



The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

03.



Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.





SELLING YOUR HOME

Our Top Priority

PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

Our goal is to price your home correctly the first time.

FROM JUST LISTED TO SOLD

Our Proven Marketing Plan

OUR SIGNATURE STRATEGY



Create a professional
listing flyer & in-home
marketing book



Informative &
engaging MLS listing
description



Expose to my associates
at bimonthly business
meeting



Hold Open House 1-2
weeks after placing
property on the market



Use high resolution,
professional quality
photography



Target one-to-one social
media advertising

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

SELLING YOUR HOME

Photo Prep Checklist

PREPARING FOR PROFESSIONAL PHOTOS



- Clean the entire house
- Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area

YOUR PERSONAL PREFERENCES

Important Info

Preferred day for photographs:

Open house Best Day/Time:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?

Will pets be in the house during showings?

Do you have a security system that will be on during showings?



Additional Notes

YOUR HOME MATTERS

Thank you for choosing
me to help you in the
task of selling your home.
I look forward to working
with you to help you
achieve all of your real
estate goals.



Andrea Dudik

LICENSED TX ASSOCIATE BROKER, REALTOR®
SERVING CENTRAL TX

- TEMPLE, BELTON, LRA, SALADO, KILLEEN AND BEYOND! -



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Vista
REAL ESTATE

OUR STRATEGY

Helpful Resources

UNDERSTANDING YOUR GOALS



GUIDE TO BROKER COMMISSIONS IN REAL ESTATE TRANSACTIONS

Many people hire a real estate professional to represent them through the complicated process of buying or selling a home. This guide will help you understand how real estate brokers get paid.

IS THERE A STANDARD COMMISSION FOR REAL ESTATE BROKERS?

- No. The amount of commission you agree to pay your broker is negotiable. There are no rules or policies that set the amount brokers charge.
- There are many different compensation models brokers may use, including commission, flat fee, hourly fee, and fees for specific tasks. The term commission is used here for simplicity.
- Consumers can shop for various compensation models and services when choosing their broker.

WHAT CONTROLS THE AMOUNT OF COMMISSION BROKERS CHARGE FOR THEIR SERVICES?

- Each brokerage independently determines the services it will provide and the fees it will charge for those services based on their own business decisions and market forces such as supply and demand.
- Commission amounts have fluctuated over the years due to changes in market conditions.

WHAT IS COOPERATIVE COMPENSATION?

- Cooperative compensation is a term used when the listing broker shares a portion of the listing broker's commission with a buyer's broker in exchange for bringing a buyer who ultimately buys the home.

IS COOPERATIVE COMPENSATION REQUIRED?

- No. Listing brokers are not required to share their commission with the buyer's broker.
- The seller and listing broker work together to decide if cooperative compensation will be offered and how much that compensation will be.



Photos & Images: © Vectorburn - stock.adobe.com

WHY WOULD THE LISTING BROKER CONSIDER PAYING THE BUYER'S BROKER?

- The cooperative compensation arrangement has proven to be an efficient method for brokers to be paid in a way that benefits both buyers and sellers.
- Most mortgage lenders don't allow commissions to be added to home loans, and many buyers do not have the financial ability to pay real estate compensation out-of-pocket on top of the down payment and other closing costs.
- When the listing broker pays the buyer's broker, more homebuyers can afford a home.
- Sellers benefit because their property will be more attractive to a wider pool of potential buyers, often resulting in the seller's home being sold for a higher price.



Talk to your REALTOR® about how to make your move as smooth as possible. Your REALTOR® has the knowledge and skills to help you make informed decisions.

IS THE PRICE RIGHT?

Whether you're selling your home or making an offer to buy one, setting a price is an important decision. How do you choose a number to attract the highest offers or get your offer accepted without overpaying? Consider the following:



WHERE IS IT?

You know location matters, but keep in mind that even small differences can increase or decrease the desirability and price of a home. One side of a street may have a better view, the next block over can be zoned for a different school district, or a tranquil setting can be only a short distance away from noise and traffic.

BE CAREFUL WITH COMPARISONS

Just because two homes are similar in size doesn't mean their prices will be similar, too. Variations in age, quality of materials, condition, features, layout, lot size, and other factors can have a significant effect on what a home is worth.

THE MARKET CAN CHANGE QUICKLY

The market may shift as the number of people selling and buying homes changes. Mortgage rates and local economic conditions also affect home prices. Just because a home sold for a certain amount a little while ago doesn't mean that home is worth the same today.

MOTIVATION MIGHT MATTER

If you need to move quickly, you may want to factor that into your pricing decision. It's possible that being more flexible on your price can save you the costs and hassles that come with moving twice or paying two mortgages at once.



Your REALTOR® can discuss current market data and your real estate goals to help you come up with a winning pricing strategy.

FIVE LOW-COST WAYS TO GET YOUR HOME READY TO SELL

Staging is a great way to emphasize your home's best features. But before you stage, there are a handful of low-cost ways you can make updates on your home to help maximize the salability.



GO BEYOND DUSTING

Many homebuyers pay special attention to cabinets, walls, closets, and floors when touring a home, so it's essential to do a deep clean. And don't forget about washing the windows—letting natural light into the house will make it feel warm and inviting.



FRESHEN WITH PAINT

Over time, the walls can start to look dull and dingy. A fresh coat of paint will brighten a room and make it look new. Adding a lighter color to the ceiling will make it appear higher.



REPAIR OR REPLACE

Noticeable flaws turn off buyers. Take the time to repair issues such as sticking doors, leaky faucets, or damaged baseboards. Other small ways to make a big transformation are updating the hardware on your cabinets and upgrading light switch covers.



DON'T OVERWHELM THE SENSES

Homebuyers are looking for a place they can see themselves living, so this is not the time to show off your style or keepsakes. Declutter and move excess decorations into storage.



SPRUCE UP THE YARD

Since curb appeal is the first impression of the home, don't underestimate the power of a freshly trimmed lawn and pruned bushes. Go the extra step and rake up leaves, remove weeds, and add a splash of color by planting blooming flowers.



Don't let inexpensive, easy tasks hold you back from getting the best possible offer. A REALTOR® can advise you on other ways to best prepare your home to sell.

DON'T LET MYTHS STEER YOUR HOME SALE

Selling a property can be just as stressful as buying one. Your home is where your treasured memories—and probably your largest financial investment—reside.

You want every part of the sale to go smoothly. So don't let incorrect or outdated ideas influence your transaction! Avoid these myths when you put your house on the market:



MYTH: REMODELING PROJECTS ALWAYS YIELD DIVIDENDS WHEN YOU SELL.

Your renovation could pay off when it's time to sell, but many don't. Some updates may make your property more attractive to buyers, and others do raise appraisal values and sale prices, but don't count on getting back dollar-for-dollar what you spent.



MYTH: YOUR HOUSE IS WORTH WHAT YOUR FRIEND'S OR NEIGHBOR'S HOUSE SOLD FOR.

Many factors determine your home's value, including property condition and nearby comparable sales. Appraisals aren't the same as sale prices, either. Just because your neighbor sold her home for \$50,000 over asking price doesn't mean yours will. Every situation is different.



MYTH: YOU'LL SAVE MONEY BY SELLING THE HOME YOURSELF.

A REALTOR® is a trusted professional who can guide you through each step of the transaction, including pricing your home and assessing offers. A REALTOR® can help you avoid missing important deadlines or making costly mistakes that could threaten the entire sale. Your REALTOR® also may be able to help you attract more and better offers.



MYTH: THE HIGHEST OFFER IS ALWAYS THE BEST.

Money is important but other factors matter, too. The best offer also works with your timetable and terms. Your REALTOR® can help you navigate multiple offers.

MYTH: DON'T ACCEPT THE FIRST OFFER.

Sometimes the first offer is the best offer. Don't disregard it just because it arrived first. Consider whether it meets your goals and what might happen if you reject it without having other offers in hand.

Your REALTOR® can help you separate fact from fiction and guide you to make the best decisions for you.



THINKING OF SELLING YOUR HOME YOURSELF?

Most people hire a real estate agent to sell their home. In fact, 91% of Texans did so in 2020, according to research by the National Association of REALTORS®. If you are considering selling your home on your own, make sure you know what you are in for. The process can be complicated and the stakes high. Here are just a few of the many reasons a REALTOR® is the best choice to help you sell your home:



NOBODY KNOWS THE MARKET BETTER THAN A REALTOR®

REALTORS are engaged every day in buying and selling real estate. They know what factors help a property sell quickly and for the highest price. They also understand what causes homes to languish on the market. A REALTOR® will help you make the best decisions to realize your goals.



A REALTOR® CAN HELP YOU GET READY TO SELL

Wondering what updates to tackle before putting your home on the market? Unsure how to price your property? What you decide could lead to tens of thousands of dollars in gains or losses. A REALTOR® brings a wealth of experience to help you optimize your sale in these and many other areas. You won't have to figure out on your own what disclosures are required, which forms to use, and other important considerations.



REALTORS® MAKE THE WHOLE PROCESS SMOOTHER

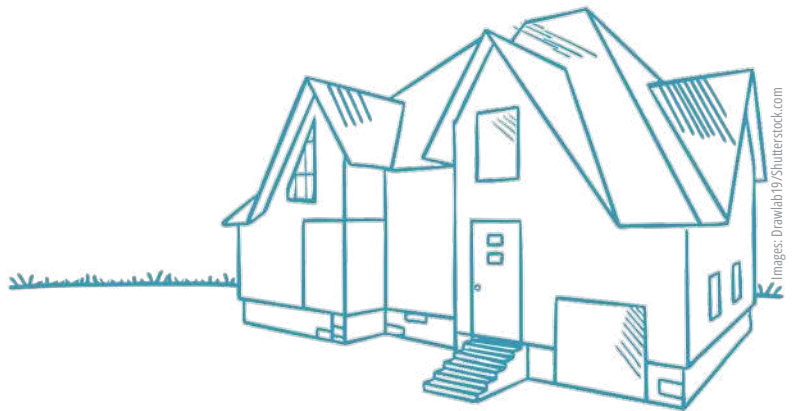
It's exciting when your home goes under contract. But there's a long road from accepting an offer to successfully closing a sale. A REALTOR® is your trusted resource to guide you the rest of way. A REALTOR® can also help you deal with surprises that pop up with appraisals, inspections, insurance, your loan, and dozens of other steps required to successfully sell your home.

Not all real estate agents are REALTORS®. Only REALTORS® pledge to follow a strict code of ethics and are expected to maintain a high level of real estate knowledge. When you are thinking of selling your home, talk to a REALTOR®.



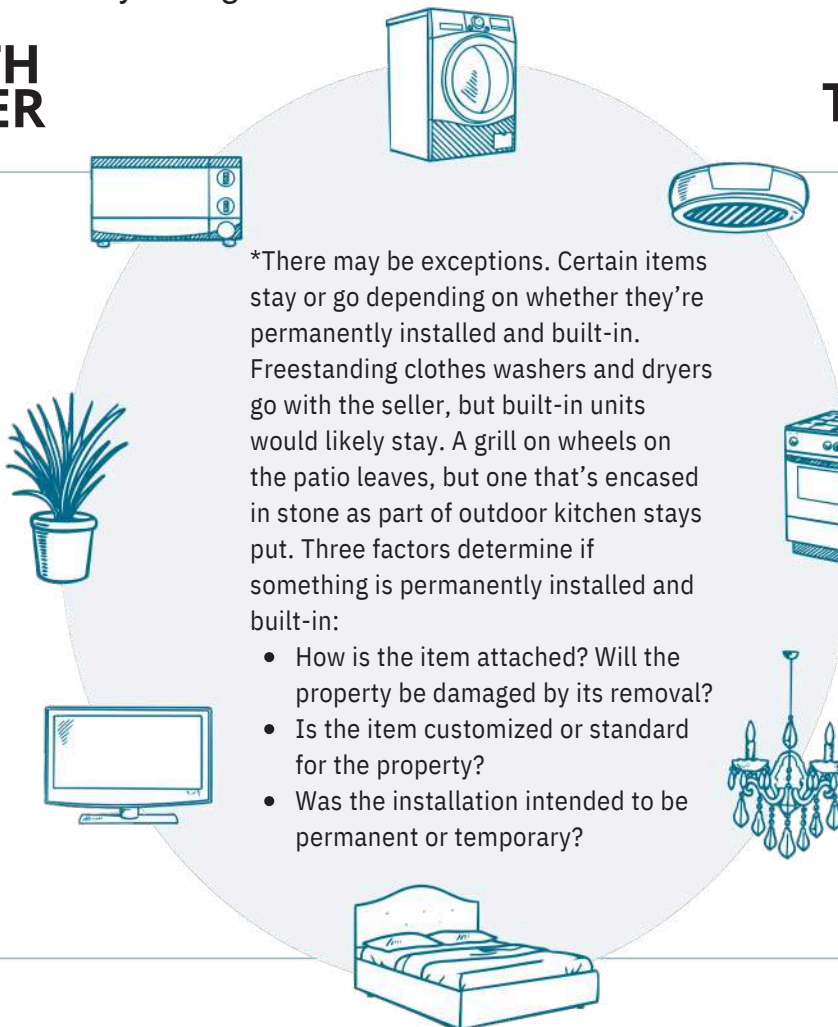
WHAT'S INCLUDED IN THE SALE OF A HOUSE?

Contracts commonly used in Texas home sales state that the house, fixtures, improvements, and accessories are part of the sale. Here are examples of what stays and goes.



GOES WITH THE SELLER

- Table lamp
- Television
- Potted plants
- Bed
- Couch
- Dining room table
- Area rug
- Lawn mower
- Hammock
- Patio grill*
- Bookcase*
- Washer and dryer*
- Paintings & decorations



STAYS WITH THE PROPERTY

- Stove
- Wall-to-wall carpeting
- Ceiling fan
- Television wall mount
- Chandelier
- Window shutters
- Smoke detectors
- Curtains/drapes and rods
- Blinds & window shades
- Garage door opener
- Shrubbery & landscaping
- Window air conditioning unit

SELLERS

If you want to exclude items from the sale—a dining room chandelier, for example—the contract includes a place for that. Have your Texas REALTOR® help you properly document your intent.

BUYERS

You can request items that aren't included in the contract stay behind. Do you want the patio furniture? Your REALTOR® will use a different form, Non-Reality Items Addendum, to put your request in writing.

DON'T MAKE THESE MISTAKES WHEN PRICING YOUR HOME

Deciding how much to ask is one of the most important decisions when selling your home. Here are some pitfalls to avoid.



MISTAKE 1: OVERPRICING YOUR HOME

Setting a high asking price can backfire. Buyers are reluctant to make offers on clearly overpriced homes. And the longer a home sits on the market, the more it takes on the stigma of a property with a problem.

MISTAKE 2: RELYING ON BAD DATA

Some home values you find online may be based on incomplete or inaccurate data. REALTORS® and real estate appraisers are your best sources for real estate data and pricing information.

MISTAKE 3: COMPARING YOUR HOME TO THE WRONG PROPERTIES

Your house may be worth more or less than a similar house in a different neighborhood. In addition to location, other factors that affect price include property condition, size, and features.

MISTAKE 4: FACTORING IN YOUR EMOTIONS OR FINANCES

Buyers won't pay more for the fond memories you have of your time in your home. They also won't take into account your financial situation. All that matters is what the home is worth to them.

Your Texas REALTOR® can help you determine a price to help you sell your home and meet your goals.