



**exp**<sup>®</sup>  
REALTY

Hello!

When you choose to work with us, you're not just getting agents who use the best tools and technology to sell your property for the most money in the least amount of time. Instead, you're getting transparency and instant communication throughout the process, so you can relax knowing every detail is taken care of. In addition, we custom-tailor property marketing strategies to target where buyers are looking - online and in person. Plus, we make listings shine with the best photography and content.

I hope this seller's guide answers any questions about the home selling process. While the entire process is outlined here, I want you to know that your experience will be unique. We will adjust our services according to your wants and needs. We're focused on your complete satisfaction.

My team and I are here to help with your real estate needs. So please don't hesitate to reach out!

Best,



Lauren Callaway  
CEO + Team Leader



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# ABOUT ME

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I began my real estate career in 2023, bringing with me over 22 years of professional experience at Red River Army Depot, including the last five years in a leadership role. My extensive background in leadership and customer service has equipped me with strong communication skills, attention to detail, and a deep commitment to serving others.

Passionate about helping people, I thrive on guiding families to find their dream homes and assisting sellers in reaching their financial goals. I understand firsthand how important home and stability are because family means everything to me. As a proud father of one son, I value the role a home plays in building memories, security, and a strong foundation for the future.

My hardworking nature, motivation, and genuine love for serving the community make me a trusted advocate for my clients. Whether you're buying your first home, searching for your forever home, or preparing to sell, I'm ready to provide knowledgeable, dependable service every step of the way.

*Carlos Roberson*

THE PEOPLE WHO MAKE UP PH REALTY TEAM  
SHARE THE VISION AND VALUES OF OUR COMMUNITY



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**MEET  
THE TEAM**



# WHAT WE DO

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We are a full-service, fully licensed "boutique" real estate and design firm focused on our clients and customer service. Our market knowledge and research techniques have proven that we price to optimize sales. A house that looks amazing at the right price means a sale! This knowledge translates to excellent negotiation skills for our buyers and leads to the best price for their most significant investment!

We are experts within the Texarkana Metro for designing and building your dream home with the top builders in our area. We stage new and existing homes and use a professional photographer for still photographs and a 3D multi-floor digital walkthrough to market our listings to stand out above the rest!



# OUR PROMISE

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WE PROMISE TO RESPECT YOUR CONFIDENCE.

WE PROMISE TO GIVE YOU GOOD ADVICE.

WE PROMISE THAT YOU WILL UNDERSTAND WHAT YOU'RE SIGNING.

WE PROMISE TO TELL YOU THE TRUTH ABOUT YOUR PROPERTY.

WE PROMISE TO FOLLOW THROUGH AND FOLLOW UP.

# STAGES OF HOME SELLING

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# STAGE ONE

- SELLER QUESTIONNAIRE

SELLER INTAKE

# STAGE TWO

- DISCUSS SELLING STRATEGY
- SELECT A MARKETING PLAN
- ESTABLISH SALES PRICE
- EXECUTE LISTING AGREEMENT

PRELISTING

# PROFESSIONAL PHOTOGRAPHY

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Having the best possible photography helps capture a property's personality and showcase its true character. Doing so is vital for a fast sale at a great price. Take a look at these photography statistics from Photoup:

- 83% of buyers said pictures are very important in helping them choose which homes they will visit.

- Property listings featuring high dynamic range (HDR) photos sell 50% faster and increase online views by 118%.

- Homes with drone photos or aerial photos sell 68% faster.

- About 32% of homes with high-quality photographs sell faster than those without visuals.

- Homes with a single photo spend an average of 70 days on the market, while listings with at least 20 images sell within 1 month.

- Photos help with offer prices — homes featuring professionally edited photos receive 47% higher asking prices per square foot.

- Lastly, listings with videos get 403% more views than those without videos.

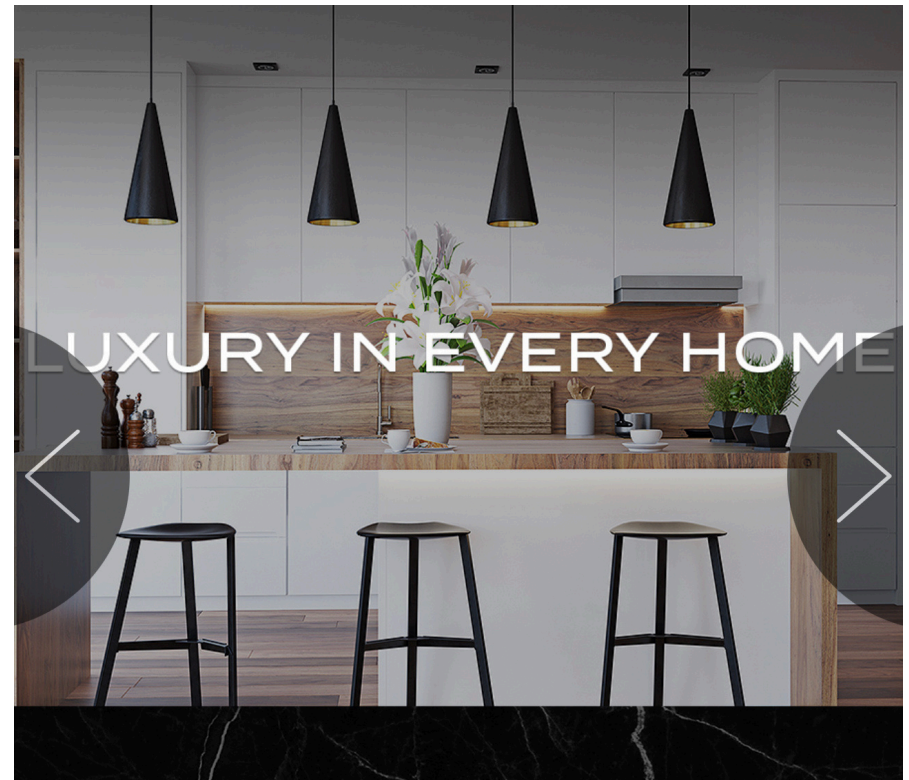


# ONLINE MARKETING

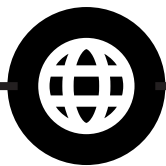
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With technology headed to the forefront of the new real estate market and the typical buyer using the internet to search for homes, the internet is a prevalent factor in today's home buying process. According to the National Association of Realtors:

- 97% of all homebuyers used the internet in their home search.
- 76% of homebuyers used a mobile or tablet search device in their home search; millennials used mobile devices nearly twice as often as the silent generation



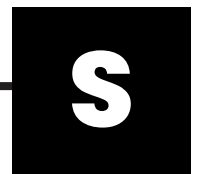
PHRealtyTeam.org



MLS



Public Syndication



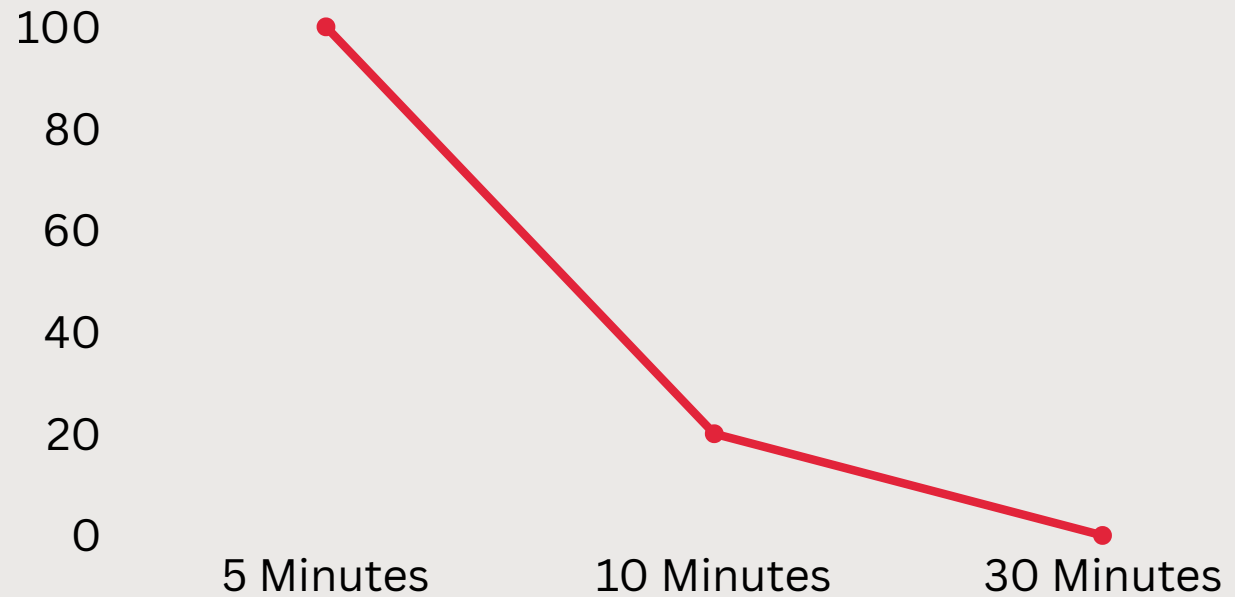
Social Media

# FOLLOW UP

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According to a study done by MIT, the odds of contacting a lead in more than 5 minutes versus 30 minutes drops 100 times. From 5 to 10 minutes the odds decrease by 5 times. Is there any wonder why the average single agent misses so many opportunities to convert buyer leads for their seller?

Our friendly, motivated, and highly-trained real estate ISAs take the work out of staying on top of and responding to every sales lead.





# STAGING YOUR HOME

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Staging can boost the move-in-ready appeal and sway buyers – even if the home isn't in pristine condition. Learn some benefits of home staging. According to NAR's 2023 Profile of Home Staging Report:

- 58% of buyer's agents cited that home staging had an effect on most buyers' view of the home most of the time, while 31% said that home staging has an effect, but not always.

- 81% of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.

- Staging the living room was found to be most important for buyers (39%) followed by staging the primary bedroom (36%), and staging the kitchen (30%).

- 23% of sellers' agents said they staged all sellers' homes prior to listing them for sale. 10% noted that they only staged homes that were difficult to sale.

- The most common rooms that were staged included the living room (91%), kitchen (81%), primary bedroom (81%), and dining room (69%).



# CONCIERGE SERVICES

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No upfront costs and no interest charged. PH Realty will cover the upfront costs of select services and not collect payment until after the sale of your home.

- Pre-Inspection
- Appraisals
- Bathroom Remodel
- Closet Remodel
- Cosmetic Renovations
- Decluttering
- Deep Cleaning
- Flooring
- Home Inspections
- Kitchen Remodel
- Landscaping
- Painting
- Smart Home Updates
- Staging
- Window Replacement



*Services listed on the Concierge Menu are provided as an invitation to offer and may not indicate the service's availability. When you request a service, you provide us with an offer to acquire such service from us. Right to act in the best interest of all parties involved, PH Realty reserves the right to actively refuse the service of our concierge menu and cancel services where the duties above cannot be fulfilled.*

# WHY PRICING MATTERS

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You may have heard that there is very little housing inventory right now. This means that prices for homes have gone up. As a seller, this is excellent news! The timing is perfect for you to get the most return on your investment into your home.

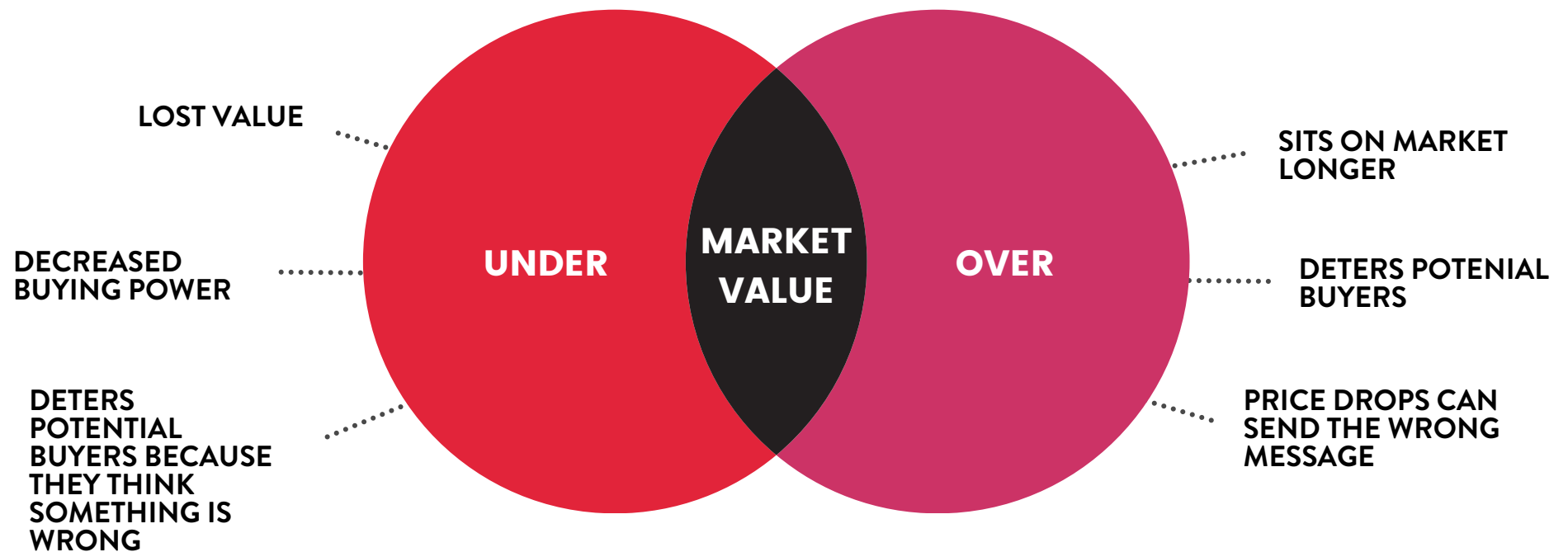
But even in today's hot market, there are homes that sit, waiting for an offer for months and months. This time spent on MLS means that you're still making your mortgage payments, and you're still not getting equity out of your home.

Even worse is what buyers and buyer agents think about stale homes that have been on the market for too long. A buyer's first impression about a house that has been on the market longer than average is this: "Something must be wrong with that home."

When it comes to pricing your home, setting it at or slightly below market value will increase the visibility of your listing and drive more buyers your way. This strategy increases the number of buyers who will see your home in their search process.

# PRICING TO SELL

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# LISTING AGREEMENT

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Listing Agreements have been used for decades and sellers have benefited from exclusive representation due to the Listing Agreement.

In order to provide the highest level of service possible to my clients, I only work for those with whom I have a signed agency agreement. With sellers, that means a listing agreement. With buyers, that means a buyer representation agreement.

Without that agreement, I not only don't represent you, I can't represent you. Without that agreement, you're a customer, not a client, and I will owe my allegiance to the seller. This is not only for me but for all agents, whether they mention it or not.

# STAGE THREE

- PREPARING YOUR HOME
- PROFESSIONAL PHOTOGRAPHY
- MARKETING CAMPAIGN STARTED
- SIGNS INSTALLED
- SUBMITTED TO MLS
- SELECT SHOWING TIMES

PREPARATION

# PREPARING YOUR HOME

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We advise on decluttering and making repairs/alterations that will help you gain financially. As well as show the home in its best possible form. Remember... first impressions last a lifetime spacious: rooms should appear spacious. Store any unnecessary furniture pieces to allow easy movement around the room and throughout the house.

## INTERIOR

- ✓ *Replace dead lightbulbs*
- ✓ *Replace batteries in smoke detectors*
- ✓ *Keep house tidy/clean*
- ✓ *Organize closets*
- ✓ *Put away/hide all laundry*
- ✓ *Open blinds and curtains*
- ✓ *Remove pet/musty odors*
- ✓ *Take down all personal art*
- ✓ *Move all sensitive paperwork and medication to a secure area*

## EXTERIOR

- ✓ *Maintain curb appeal*
- ✓ *Wash all windows and clean screens*
- ✓ *Weed any flower beds*
- ✓ *Clean front porch/entry*
- ✓ *Add seasonal flowers to your landscaping*
- ✓ *Move any extra vehicles from your driveway*

# FIXTURE VS PERSONAL PROPERTY

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## FIXTURE

- Built-in fireplace, whether indoor or outdoor or a built-in fire pit
- Built-in microwave
- Shelves attached to brackets or screwed into the walls for stability
- TV attached to wall (in some cases, the TV may be removed if it's on brackets and not built in, but the brackets may not be removed)
- 40-pound built-in fountain
- In-ground pool
- Built-in hot tub
- Bathroom mirror on a bracket
- Plants and landscaping in the ground
- Bathroom towel rods and hooks
- Blinds
- Built-in refrigerator
- Built-in dishwasher
- Children's play area set in concrete in yard
- Dog kennel attached to house
- Door knocker, door knobs
- Light fixtures
- Built-in sandbox
- Garage door opener (and remote controls)
- Painted mural
- Custom-designed window treatments and draperies; rods screwed into the wall

## PERSONAL PROPERTY

- Movable fireplace, whether indoor or outdoor, chimney, or moveable fire pit
- Free-standing microwave
- Free-standing shelves
- Free-standing TV
- 700-pound free-standing fountain
- Above-ground pool
- Free-standing hot tub
- Bathroom mirror hanging on a hook
- Potted plants
- Unattached over-the-door hooks
- Window decals
- Free-standing refrigerator
- Free-standing dishwasher
- Play set that's movable and not set in concrete or otherwise
- affixed to the property
- Movable dog house or kennel
- Wireless security doorbell
- Free-standing lamps
- Free-standing sandbox
- Fireplace tools
- Photos, wall hangings, and artwork (brackets stay unless negotiated otherwise)



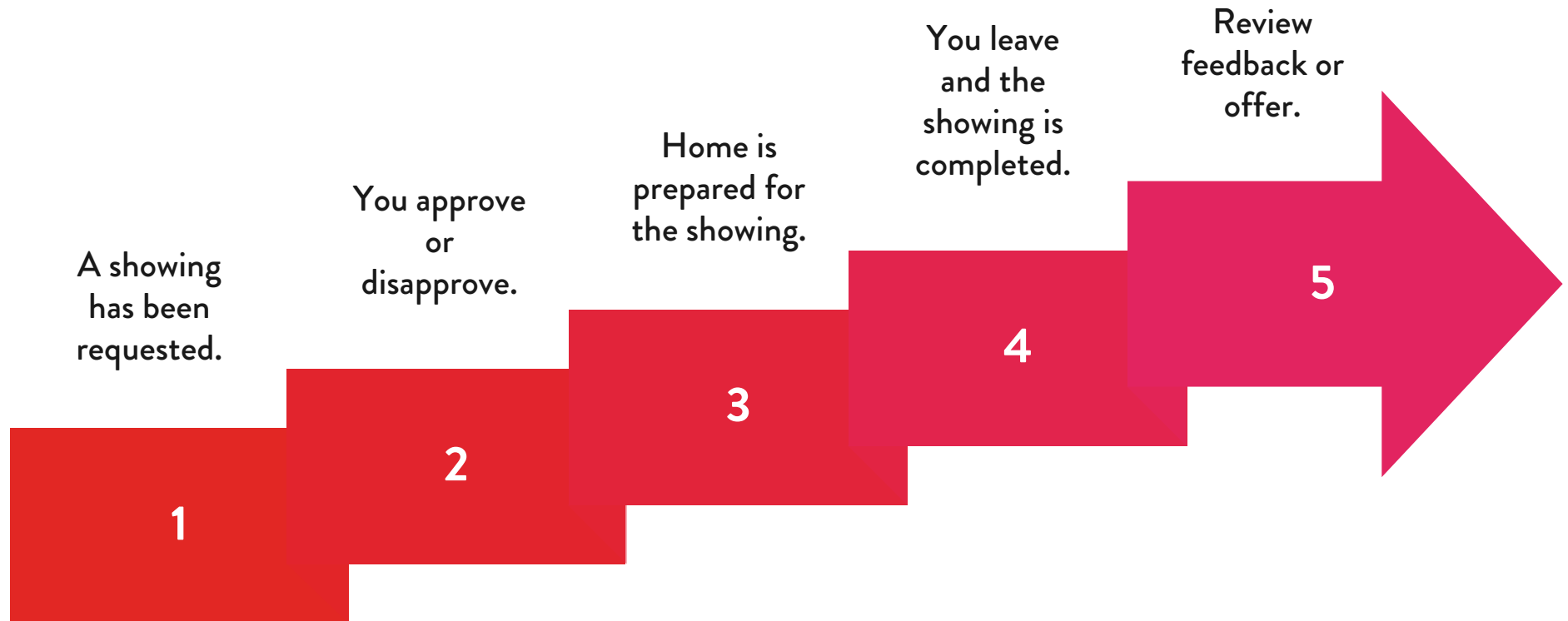
# STAGE FOUR

- SHOWINGS STARTED
- SHOWING FEEDBACK SHARED

ON THE MARKET

# SHOWING YOUR HOME

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# SHOWING CHECKLIST

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- *Secure valuables (tech devices such as laptops, tablets, and phones), bills, spare keys to the house, and prescription drugs*
- *Have all countertops cleaned off. Remove countertop appliances such as toasters or coffee makers.*
- *Keys and personal items should be stored away.*
- *Declutter / put away everyday items: dishes, mail, shoes, coats, kids' toys, sporting equipment, etc.*
- *Take 15 minutes and organize/purge your fridge - because a buyer WILL look!*
- *Make sure the thermostat is set appropriately for the weather and make the home comfortable for showings.*
- *Play soft music*
- *Turn on all of the lights*
- *Organize toys or store them while your home is on the Market*
- *Less is more. Remove excess furniture if possible.*
- *Walkways to and from the home should be clean and clear.*
- *Make all of the beds.*

- *Take the trash out and consider hiding garbage cans.*
- *Minimize family photos*
- *Do a thorough cleaning - even if you have to hire a cleaning service*
- *Improve curb appeal: Mow the lawn and trim back overgrown shrubbery*
- *Make the bathrooms shine: Toilet seats down, clean mirrors, and other glass surfaces.*
- *Put fresh flowers or flowering plants on the dining room table*
- *Offer snacks and water*
- *Take all the magnets and pictures off the refrigerator.*
- *Open the windows - buyers love lots of natural light.*
- *Replace light bulbs that are burnt out. The better the lighting, the better the results.*
- *Hide feeding bowls, litter boxes, dog beds, etc.*
- *Do a final dusting, sweeping, and vacuuming just before the open house or showing.*

# WHAT TO DO WITH YOUR PETS

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## WHY PETS NEED TO GO

Unfortunately, having pets when selling a home can cause significant issues and affect your bottom line. If you are an animal lover, we know this can be a bitter pill to swallow, but read on.... Here is what to do with pets when selling a home.

Whether your home is being held open or having a showing, below are just some reasons why pets need to be removed from your home during these times.

## FEARS & NERVES

It may seem hard to believe, but the fear of cats and dogs is the most common animal fear. While many people may not outright fear pets, they are uncomfortable around them. We have seen clients refuse to go into homes that have pets. Of course, when selling, the goal is to get as many people through your door as possible to expand the field of interest.

## UNPREDICTABILITY

We often hear, "My cat is so nice," and "My dog doesn't bark." Well, we have had that "nice" cat attack potential buyers and draw blood, and that "non-barking" dog get so territorial it barks, growls, and scares buyers and agents — so much they have to leave. You might have the most well-mannered pet(s), but you never know how they will react to strangers coming into your home (nor do you know how a stranger will treat your pet).

## WHAT TO DO WITH PETS

Here are some ways our clients have resolved the issue of pets:

1. Leave them with family or friends while your home is on the market.
2. Board them for a specific amount of time.
3. Take them to work with you for the day.
4. Hire a dog walker to remove them for showings.
5. Ask a close neighbor to take your pet during showings.
6. Completely move out of your home and take them with you.

# STAGE FIVE

- OFFER(S) RECEIVED
- OFFER(S) NEGOTIATED
- OFFER ACCEPTED
- BACK-UP OFFER(S) ACCEPTED
- INSPECTIONS & DISCLOSURES  
COMPLETED
- APPRAISAL COMPLETED
- CONTINGENCIES REMOVED
- PROPERTY CLOSES
- REFER FRIENDS TO US

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OFFER & CLOSING

# THE OFFER PROCESS

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AFTER YOU RECEIVE AN OFFER WE WILL MEET AND REVIEW YOUR OFFER TOGETHER. ONCE THE DETAILS ARE THOROUGHLY REVIEWED AND UNDERSTOOD, YOU WILL HAVE THREE OPTIONS:



## 1. ACCEPT THE OFFER (as written)

Once an offer is accepted by both parties, you are officially under contract.

## 2. DECLINE THE OFFER

If you feel as though the offer isn't close enough to your expectations to further negotiate this offer.

## 3. COUNTER OFFER

If you agree to most the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

# NEGOTIATING THE OFFER

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Did you know there are three separate times to negotiate in the purchase contract? The first is when we negotiate the price and terms when the offer is first submitted. Second, there is an opportunity to negotiate during the buyer's inspection contingency. Last, during the buyers' appraisal contingency. It is essential that you have an experienced, knowledgeable professional working on your behalf during this process.

Members of our team are negotiation experts, and we will use our expertise to work for you. Whom you choose to represent you matters. Once you receive an offer there are still several items that have to be handled properly. Making sure you properly disclose and obey all the terms of the contract are just a few of the important items. When we have an accepted contract, the escrow process begins. We help you every step of the way.





# FINAL STEPS

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## ORDER THE INSPECTIONS

*During the inspection period, the buyer will hire and schedule an inspection with a reputable home inspector to thoroughly investigate the home. Once this is complete, the inspector will provide the buyer with a list of findings.*



## ORDER THE APPRAISAL

*The buyer's lender will arrange for a third-party appraiser to provide an independent estimate of the house's value. The appraisal lets all parties involved know that the price is fair. The loan file then moves on to the mortgage underwriter.*



## NEGOTIATE FINAL OFFER

*Issues could arise after the home inspection, and those issues tend to result in another round of negotiations for credits or fixes.*

- 1. The buyer could ask for credit for the work that needs to be done.*
- 2. Think "big picture" and don't sweat the small stuff. For example, a tile that needs some caulking or a leaky faucet can easily be fixed. We have a list of licensed professionals that can help with any repairs.*
- 3. Keep your poker face. The buyer's agent will be present during inspections, and revealing your emotions or getting defensive could result in more difficult negotiations*



# SCHEDULING YOUR MOVE

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AFTER SIGNING	4 WEEKS TO MOVE	2 WEEKS TO MOVE	1 WEEK TO MOVE
<ul style="list-style-type: none"><li>• Sort through every drawer, closet, cupboard &amp; shelf, removing items you no longer need or like</li><li>• Donate or sell items that are in good condition</li><li>• Get copies of medical records and store them with your other essential documents</li><li>• Create an inventory of anything valuable that you plan to move</li><li>• Get estimates from moving companies</li></ul>	<ul style="list-style-type: none"><li>• Schedule movers/moving truck</li><li>• Buy/find packing materials</li><li>• Start packing</li></ul>	<ul style="list-style-type: none"><li>• We will schedule a time to close and sign your documents</li><li>• Contact utility companies (water, electric, cable)</li><li>• Change address (mailing, subscriptions, etc.)</li><li>• Minimize grocery shopping</li><li>• Keep on packing</li></ul>	<ul style="list-style-type: none"><li>• Buyer will complete their final walkthrough</li><li>• Finish packing</li><li>• Clean</li><li>• Pack essentials for a few nights in the new home</li><li>• Confirm delivery date with the moving company. Write directions to the new home, along with your cell phone number</li></ul>

# CLOSING DAY

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## FINAL WALKTHROUGH

Closing is when you sign ownership paperwork and hand over your home's keys!

Buyers will do a final walk of the home within 24 hours of closing to check the property's condition. This final inspection takes about an hour. In addition, they will ensure that any repair work you agreed to do has been done.

## BE SURE TO

- Make sure all appliances are working properly.
- Run the water in all the faucets and check for any possible leaks.
- Open and close garage doors with an opener.
- Flush toilets.
- Run the garbage disposal and exhaust fans.

## CLOSING TABLE

Who will be there:

- Your agent (ME)
- You
- Closing Officer

## WHAT TO BRING

- Government-issued photo ID
- Any funds needed to close
- Bank wire information

**Congratulations! It was a lot of hard work but you are now officially closed!**



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