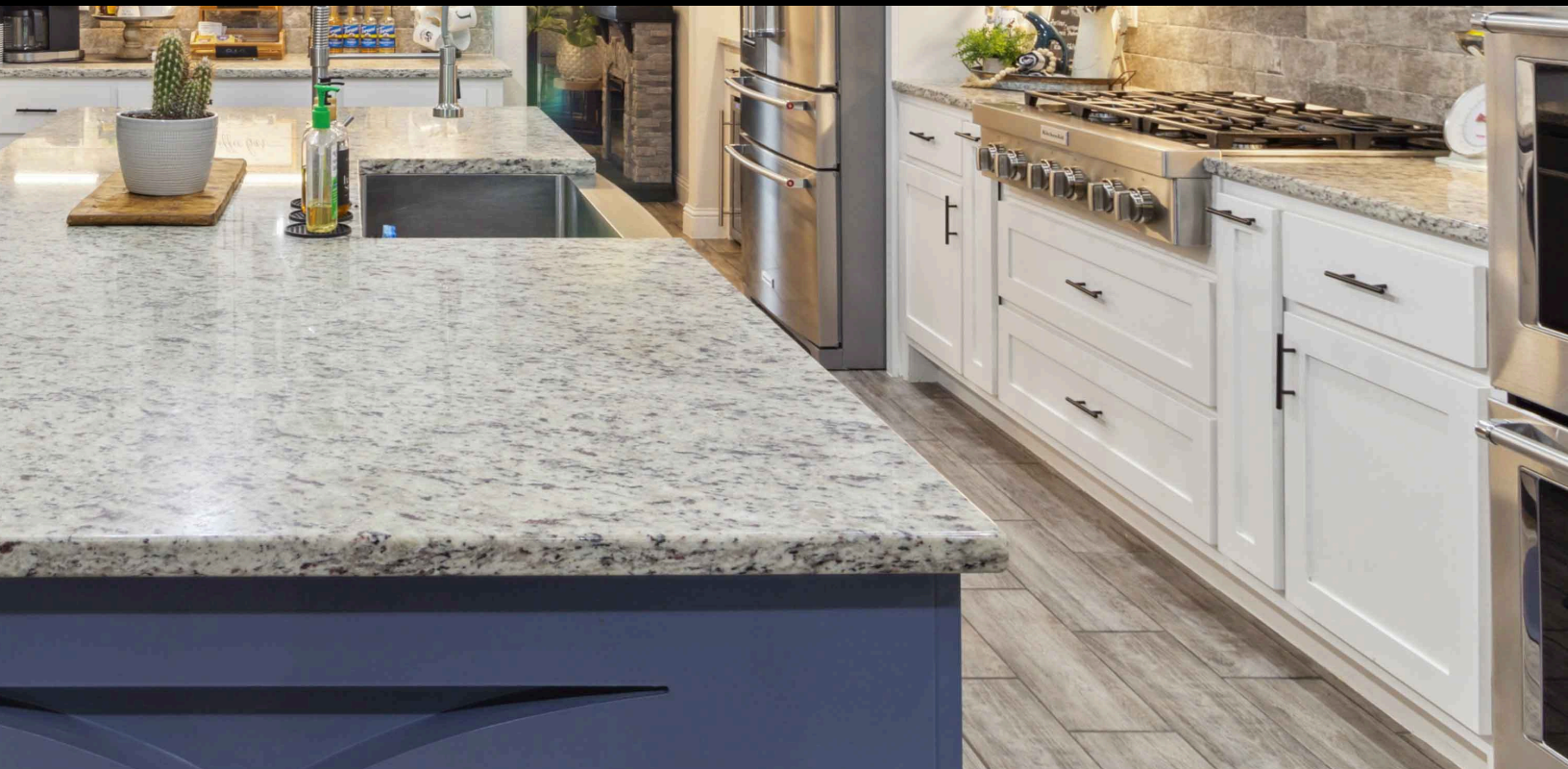


Essential Guide for Selling Your Property

SELLER'S GUIDE

The Diaz Team | Keller Williams – Northwest Arkansas Real Estate






**THE DIAZ
TEAM** **kw** MARKET PRO
REALTY
KELLERWILLIAMS.

 TheDiazTeamNWA  @thediazteamnwa


Hello!

At The Diaz Team, we understand that selling your home is an important milestone, and we are here to ensure a smooth and stress-free experience. Our team is committed to providing personalized, top-notch service, and we proudly offer bilingual support in both English and Spanish. Whether it's your first time selling or you're an experienced homeowner, we will guide you through each step with professionalism and care. Let us help you sell your home with confidence and peace of mind.

 northwestarkansasrealtor@gmail.com

 (479) 426-9107

 thediazteamnwa.com

 609 SW 8th St #600, Bentonville, AR 72712

MEET OUR TEAM



Francisco Diaz

TEAM LEADER | EXECUTIVE BROKER

The Lead Executive Broker of The Diaz Team, combines his real estate passion and expertise with a degree in Small Business and Entrepreneurship to help clients invest in residential real estate, Airbnb properties, and find the best homes in Northwest Arkansas.

NORTHWESTARKANSASREALTOR@GMAIL.COM
LICENSE N° EB00079850
(479) 426-9107



Victor Godinez

EXECUTIVE BROKER®

Victor is an energetic and enthusiastic executive broker, is ready to guide you through a seamless home buying or selling process, proving that with the right guidance, homeownership is possible for anyone.

NWAREALTORG@GMAIL.COM
LICENSE N° SA00090660
(479) 220-5007



Gabriela Becerra

BILINGUAL REALTOR®

Gaby, a bilingual real estate agent from Texas, has embraced Northwest Arkansas since relocating in 2013, leveraging her customer service expertise to help clients relocate and settle in NWA.

GABYBECERRAREALTOR@GMAIL.COM
LICENSE N° SA00092882
(469) 285-0070



Enrique Ulloa

BILINGUAL REALTOR®

Enrique has expertise in new construction and multi-family properties, has been in NWA since 2008 and knows the area well. Dedicated to exceptional customer service, Enrique is always ready to answer your calls and help with your real estate needs.

ENRIQUE.ULLOA.REALTOR@GMAIL.COM
LICENSE N° SA00093559
(479) 899-4885

MEET OUR TEAM



Bryan Vega
BILINGUAL REALTOR®

A Northwest Arkansas realtor, with The Diaz Team, Bryan is dedicated to helping first-time homebuyers achieve their dream of homeownership. At 22, he brings energy, passion, and inspiration to real estate, aiming to make a lasting impact while growing with our team.

BRYAN1VEGA32@GMAIL.COM
LICENSE N° SA00098456
(805) 570-2118



Juan Carlos Arriola
BILINGUAL REALTOR®

Juan Carlos is a Realtor and City Planning Commissioner with a background in hospitality management, bringing a unique perspective to his work. His commitment to outstanding service means he provides personalized attention to help clients.

JCREALTYAGENT@GMAIL.COM
LICENSE N° SA00095155
(479) 407-5470



Tony Bonilla
BILINGUAL REALTOR®

An Arkansas-raised Realtor with a background in cybersecurity, Tony brings a detail-oriented and tech-savvy approach to real estate. He enjoys building genuine connections with the people he serves and helping clients feel confident every step of the way.

ANTONIO.BONILLA@GMAIL.COM
(479) 616-9782



Damian Ruiz
BILINGUAL REALTOR®

Damian has been immersed in real estate for most of his life, growing up in his family's remodeling business. When the opportunity came to take it a step further and get his license, he didn't hesitate. Now, he's in his second year, continuing to build on that foundation with hands-on experience and industry knowledge.

THEAREALTOR@GMAIL.COM
LICENSE N° SA00100003
(479) 481.4379

MEET OUR TEAM



Rommel Espinoza

EXECUTIVE ASSISTANT |
TRANSACTION COORDINATOR

Rommel is a dedicated real estate assistant committed to delivering exceptional customer service and transaction coordination. His goal is to support the team's growth and ensure an easy and positive experience for every client.

DIAZEXECUTIVEASSISTANT@GMAIL.COM

HOME SELLING PROCESS

1

FIND A REAL ESTATE AGENT

Look for a professional agent who knows your area well and has experience selling homes similar to yours.

2

SET A PRICE

Work with your agent to set determine a price that's in line with the market value of your home.

3

STAGE YOUR HOME

Clean and declutter your home to make it more appealing to potential buyers. You may also want to make minor repairs and consider hiring a professional stager to help you optimize your space.

4

MARKET YOUR HOME

Your agent will also promote your home through advertising and networking.

5

LIST YOUR HOME

Once your home is ready to go, your real estate agent will list it on multiple websites and market it to potential buyers in your area.

6

SCHEDULE SHOWINGS

Keep your calendar open to accommodate potential buyers and make your home available for viewings. Be sure to keep it clean and presentable for each showing.

7

REVIEW OFFERS

As offers come in, work with your agent to review them and negotiate terms that are favorable to you.

8

SIGN A CONTRACT

Once you've accepted an offer, a legal contract is created between you and the buyer. At this point, the buyer will have a certain period of time to complete inspections and secure financing.

9

FINALIZE DETAILS

As the closing date approaches, you'll need to prepare to move out and finalize any remaining paperwork. Your agent can guide you through this process and answer any questions you may have.

10

CLOSE THE SALE

Congratulations! You've sold your home. On the closing date, the buyer will provide payment, and you'll transfer ownership of the property to them.

TERMS TO KNOW

LISTING AGREEMENT

A contract between the seller and the real estate agent, which outlines the terms and conditions of the agent's services to sell the property.

EQUITY

The difference between the current market value of the property and the outstanding mortgage balance.

APPRAISAL

An estimate of the value of the property performed by a licensed appraiser to determine its fair market value.

HOME INSPECTION

A detailed examination of the property by a licensed home inspector to identify any potential issues that could affect the sale or value of the property.

CONTINGENCY

A condition that must be met in order for the sale to proceed, such as the buyer obtaining financing or the completion of a satisfactory home inspection

OFFER

A proposal to buy a property, including the price and terms of the sale.

CLOSING COSTS

Fees associated with the sale of the property, including title search, transfer taxes, title fees, and other expenses.

DISCLOSURE

The seller's obligation to disclose any known defects or issues with the property that could affect its value or safety.

TITLE

The legal right to own and sell the property, which is conveyed to the buyer at closing.

DEED

The legal document that transfers ownership of the property from the seller to the buyer.

UNDER CONTRACT

A stage in the sale process where the seller has accepted an offer, but the sale has not yet been finalized.

CLOSING

The final step in a real estate transaction where the buyer pays for the property and the seller transfers ownership.

01

CONNECT WITH THE DIAZ TEAM TODAY!

Choosing the right real estate agent can be just as important as selling your home. At The Diaz Team, we're committed to making sure you feel confident and well-informed throughout the entire process. With our experienced agents by your side, you can trust that we'll help you achieve the best outcome and guide you every step of the way.

OUR EXPERTISE

Our agents bring specialized industry expertise that goes beyond what's typically available, allowing us to maximize the value of your home by considering market trends and key factors. The Diaz Team is here to guide you every step of the way. As a bilingual team, we're proud to support and serve the Hispanic community with personalized care.

NEGOTIATING SKILLS

With our team's combined experience and expertise, we'll guide you through informed decisions and complex negotiations, ensuring you get the best value for your property.

PROFESSIONAL STANDARDS

Our agents adhere to the highest standards of professionalism, with ongoing training and compliance checks to stay updated on the latest legal and administrative changes. This dedication ensures you receive trustworthy and precise guidance throughout the home selling process.

CUSTOMER SERVICE

At The Diaz Team, exceptional customer service is at the heart of what we do. Our agents are committed to answering all your questions and addressing any concerns, always treating you with the respect and care you deserve. We're by your side every step of the way, ensuring you experience top-tier service throughout your journey.

SET A PRICE

PRICING

Pricing your home correctly is a critical component of the home selling process. If you list your property too high, you risk deterring potential buyers and prolonging the selling process. Conversely, pricing too low could result in leaving money on the table and not maximizing your return on investment.

HOW WE HELP YOU SET THE RIGHT LISTING PRICE

At our agency, we utilize our expertise in the local real estate market to help you set a reasonable and competitive listing price.

Our agents will conduct a comprehensive analysis of your property, taking into account factors such as location, condition, and market trends, to ensure that your home is priced appropriately.

With our guidance, you can feel confident that you are setting the optimal price to attract potential buyers and secure the best possible outcome for your sale.



STAGE YOUR HOME



Home staging makes a property look its best, emphasizing its best features, creating warmth and comfort, and making it look inviting and spacious. Staged homes photograph better, stand out more in listings and showings, leading to quicker sales and potentially higher selling prices. It creates a more attractive environment for potential buyers, increasing the likelihood of a successful sale.



HOME STAGING TIPS

- Style your home to allow potential buyers to envision themselves living there
- Declutter and depersonalize your home to create a neutral space
- Consider hiring a professional home staging company
- Invest in high-quality, professional photography for your listing
- Take the time to present your home in the best possible light to sell more quickly and for a higher price.

HOW TO STAGE YOUR HOME

DECLUTTER AND DEPERSONALIZE

Clear out any unnecessary items or personal belongings to make the space look larger and more appealing to potential buyers.

CLEAN AND REPAIR

Clean your home thoroughly and fix any visible damages, such as chipped paint or broken fixtures, to make the space appear well-maintained.

ENHANCE CURB APPEAL

First impressions are everything, so make sure the exterior of your home is tidy and inviting. Consider adding some potted plants, a fresh coat of paint, or new front door hardware.

REARRANGE FURNITURE

Create a functional flow by rearranging furniture and removing any oversized pieces that make rooms look cluttered.

USE NEUTRAL COLORS

Neutral colors create a blank canvas that allows buyers to envision themselves in the space. Consider painting walls or swapping out bold accessories for more muted tones.

LET IN NATURAL LIGHT

Open curtains and blinds to let in as much natural light as possible. This will make rooms feel brighter and more spacious.

STAGE EACH ROOM

Each room should have a clear purpose and be staged accordingly. For example, a spare bedroom can be staged as a home office or workout space.

ADD FINISHING TOUCHES

Small details can make a big impact. Consider adding fresh flowers, a decorative throw pillow, or a scented candle to create a warm and welcoming atmosphere.

MARKET YOUR HOME



Marketing your home is about highlighting its best features and making it stand out to potential buyers. By taking the time to create a compelling listing and using social media and other marketing tools, you can increase the chances of selling your home quickly and at a good price.

MARKETING TIPS

- Highlight your home's best features: Make a list of the unique features and benefits of your home, and use them in the marketing materials.
- Write a compelling description: Your listing description should be engaging and descriptive. Use descriptive language and paint a picture of what it would be like to live in your home.

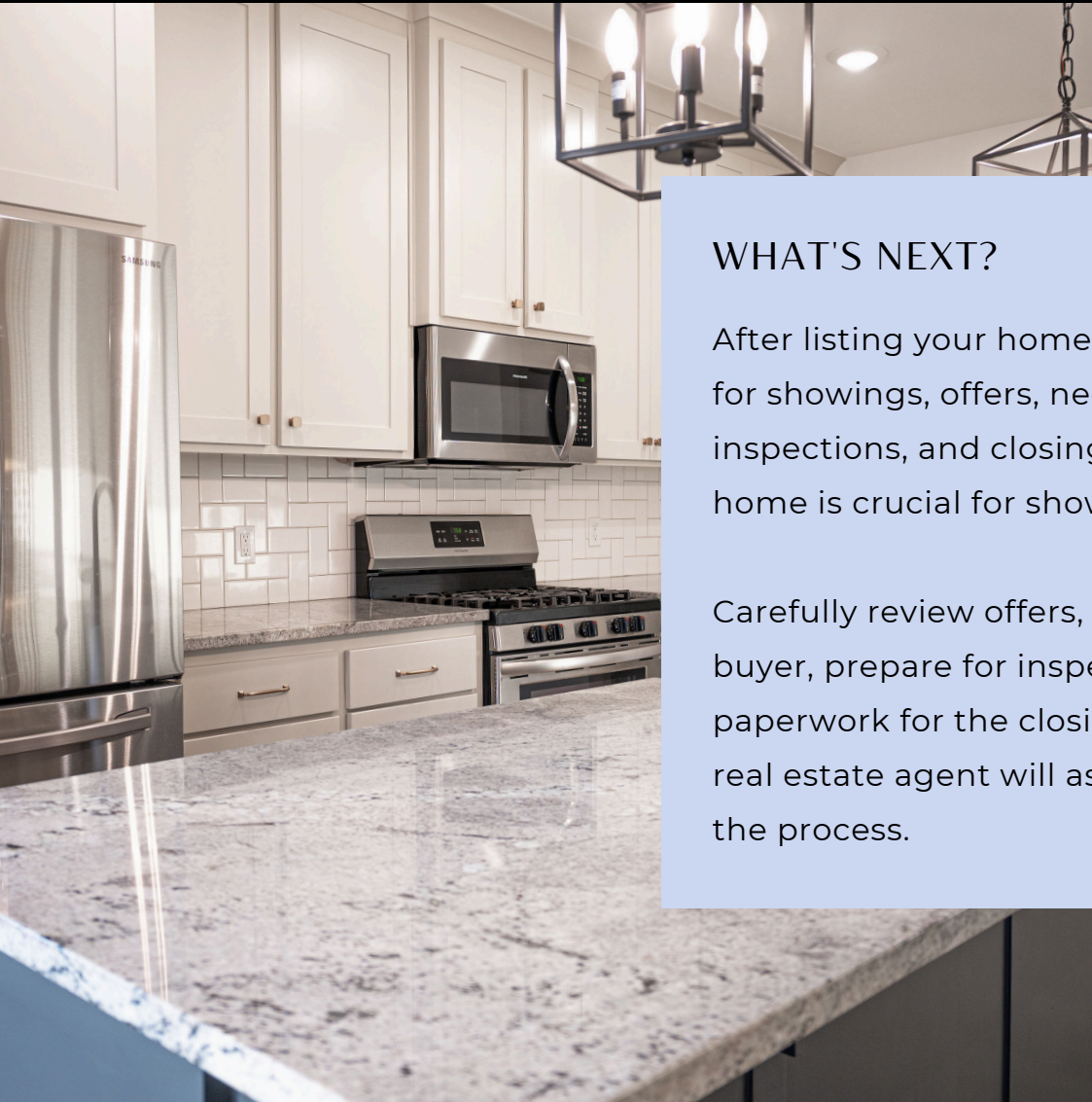


LIST YOUR HOME

CONGRATULATIONS ON LISTING YOUR HOME FOR SALE!

Our real estate agents will utilize their network to increase visibility and reach the appropriate audience.

Additionally, we can provide a front yard sign to inform passersby of your intention to sell.



WHAT'S NEXT?

After listing your home for sale, prepare for showings, offers, negotiations, inspections, and closing. A clean and tidy home is crucial for showings.

Carefully review offers, negotiate with the buyer, prepare for inspections and sign paperwork for the closing process. Our real estate agent will assist throughout the process.

SCHEDULE SHOWINGS

Potential buyers will want to see your home, so it's important to prepare for showings. Creating a positive and welcoming atmosphere is key to a successful home showing.

By taking the time to prepare your home and make it look its best, you can increase your chances of making a good impression and finding the right buyer for your home.

You should also be prepared to be flexible with your schedule to accommodate showings.



FIRST IMPRESSIONS

The first impression is crucial. Make sure the exterior of your home looks inviting and well-maintained. This includes trimming the lawn, removing any clutter, and making sure the front door looks clean and welcoming.

CLEANLINESS

A clean home is essential. Make sure your home is spotless, from the floors to the bathrooms. Clean up any clutter or personal items to make your home look more spacious.

PETS

To ensure that potential buyers feel at ease during showings, it's a good idea to have your pets stay with a friend or family member, or take them for a walk during the showing. This will help create a welcoming environment and make it easier for buyers to focus on the features of your home.

PREPARING YOUR HOME FOR SHOWINGS

CHECKLIST

- Clean and declutter all rooms
- Vacuum carpets and mop hard floors
- Dust furniture and surfaces
- Make beds and fluff pillows
- Clean bathrooms and replace towels
- Make sure all light fixtures are working and replace any burnt-out bulbs
- Open curtains and blinds to let in natural light
- Set the thermostat to a comfortable temperature
- Remove any valuables or personal items
- Hide pet items and make arrangements for pets
- Put away any excess furniture or decor to create a more spacious feel
- Make sure the exterior of the house is clean and well-maintained



REVIEW OFFERS

OFFERS

Once potential buyers start showing interest in your home, you may start receiving offers. It's important to carefully review each offer and consider factors such as the buyer's financing, contingencies, and proposed closing date.

NEGOTIATIONS

It's common for buyers to negotiate on price or other terms of the sale. Our real estate agent can help you navigate these negotiations and ensure that you're getting the best possible deal.

INSPECTIONS

After accepting an offer, the buyer will typically schedule a home inspection. It's important to prepare for the inspection by ensuring that your home is in good condition and addressing any potential issues.

SIGN A CONTRACT

UNDER CONTRACT

Being "under contract" means that you have accepted an offer from a buyer and have entered into a legally binding agreement to sell your property. During this time, the buyer completes inspections and secures financing. You're responsible for maintaining the property and resolving any issues. Once all contingencies are met, you move to the closing phase and transfer ownership to the buyer.



FINALIZE DETAILS



- During this step, the seller and buyer will work together to complete any remaining paperwork and ensure that all contingencies are met.
- This may include finalizing the purchase agreement, completing a final walk-through of the property, and making any necessary repairs or adjustments.
- It's important for both parties to communicate openly and work together to resolve any outstanding issues before moving on to the next step.

CLOSE THE SALE

CLOSING - THE FINAL STEP

- You'll work with your real estate agent and the buyer's agent to complete necessary paperwork and resolve any outstanding issues.
- This may include completing repairs or upgrades that were agreed upon during negotiations.
- Once everything is in order, you'll meet with the buyer to sign paperwork and transfer ownership of the property.
- The buyer will typically bring a cashier's check for the purchase price, and you'll receive payment for the sale at this time.



OUR CUSTOMER REVIEWS

★★★★★

Cassie L.

"You are in good hands with the Diaz Family. You can trust that they are knowledgeable about the market and their referrals are top notch. They helped our family find exactly what we were looking for and were always happy to answer any questions we had. I will recommend them to all my friends and family."

★★★★★

Alejandro R.

"Really enjoyed working with Victor and his team, they made our first time home buying experience simple. Will definitely be using them again for future purchases!"

★★★★★

Jeremy D.

"Francisco Diaz called me before the property was listed giving me the ability to make the first offer. Francisco Diaz drove down to Little Rock for a title surrender application for both the seller and I, the buyer. Francisco Diaz was polite, and punctual. I would use Francisco Diaz as a real estate agent again."

★★★★★

Carlos G.

"Maricruz was wonderful to work with! She is very knowledgeable and was able to guide us through the home buying/selling process and answer any questions we had along the way. She was very transparent and honest throughout the process. I would highly recommend her to anyone looking to purchase a home. We couldn't be any happier about our new home!"

RESOURCES

TITLE COMPANIES

Waco Title Company | Deysi Chicas | (479) 616-0706

Apex Title & Closing Services | Ashley Jacobs | (479) 844-4333



STAGING COMPANIES

First Impressions Home Staging | (479) 684-9670

Blue Rose Staging | (479) 935-5935

LAWN CARE & LANDSCAPING

Jose's Landscaping & Lawn Mowing | (479) 463-9558

Landscaping & Lawn Mowing | (479) 312-9062

Verde Landscaping & Lawn Mowing | (214) 843-6323

RESOURCES

PEST CONTROL

Adams Pest Control | (479) 567-5160

HOME WARRANTY

First American Home Warranty
| (501) 413-1414

