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Z R E A L T Y

HOME SELLER'S GUIDE

WELCOME TO YOUR HOME SELLING JOURNEY!

Selling a home is a significant milestone, filled with opportunity and the potential to take the next big step in your life. Whether you're upgrading, downsizing, or relocating, this guide is here to help you navigate the process with confidence.

From preparing your home for the market to pricing it right and negotiating offers, my goal is to make the experience as smooth and successful as possible. Selling a home is more than just a transaction—it's about maximizing your investment and opening the door to your next chapter.

Let's work together to make your home selling journey seamless and rewarding. Welcome to this exciting new chapter!



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At Z Realty, we bring over a decade of expertise to the Austin real estate market, delivering exceptional service with professionalism, integrity, and care. As a full-service brokerage, we specialize in residential, land, and commercial real estate, offering tailored solutions for buying, selling, and investing. No matter the size or scope of your goals, our team is committed to making your real estate journey seamless and rewarding.

Our signature white-glove approach ensures every client receives personalized, detail-oriented service. From strategic marketing to expert negotiation, we go above and beyond to deliver results. We pride ourselves on being experts in marketing, leveraging cutting-edge strategies to showcase your property or connect you with the perfect opportunity.

As relationship builders and connectors, we value the trust and rapport we build with our clients and partners. Our commitment to clear communication, transparency, and follow-through has earned us a reputation as a brokerage you can rely on for life's biggest decisions.

Z Realty proudly serves both English and Spanish-speaking clients, making the vibrant Austin real estate market accessible to everyone in our diverse community. Whether you're buying your dream home, selling property, or expanding your investment portfolio, we are here to guide you every step of the way.

Your Home. Your Vision. Our Expertise.

THE SELLING PROCESS

Selling your house doesn't have to be overwhelming. I'll guide you through every step of the way. Below is an introduction to the home selling process, step by step:

PREPARE THE PROPERTY

Preparing your house is one of the most important steps before listing your house. A little TLC, some cleaning and decluttering can make a significant difference in the sale of your home. Your house must be ready for professional photographs, showings, and open houses.

DETERMINE LISTING PRICE

Setting the right price influences the success of the listing the most. It is important to understand the market you are in to help you set the right price. A market analysis will be the best way to determine the value of your house. The market analysis shows market statistics like what similar houses sold for, what current active listings are priced at, among other price determining factors.

PHOTOGRAPHS AND MARKETING

First impressions are very valuable. Once your house is ready it will be professionally photographed. These photographs will be the first thing that potential buyers will see and they will create interest in buyers to see your house. This step will also help us get all the marketing including flyers, property brochures and digital media created.

HAVE SHOWINGS AND OPEN HOUSES

You will have to make the house accessible so that others can go see it. Scheduling showings and open houses can be managed in different ways.

REVIEW OFFERS

Choosing the right offer for you will be determined by your personal goals and preference. There many factors that could make one offer more appealing than another. We will go over these options and conditions each offer presents and negotiate on your behalf. Everything is negotiable, from sales price, closing date, determining who pays for title, who gets a new survey, etc.

GOING UNDER CONTRACT

Once an offer has been accepted the buyer will deposit both the earnest money and option fee. The earnest money is a good faith deposit that a buyer puts down to show that they are serious about purchasing your home; this will be deposited to the title company. The option fee is paid to the seller and gives the buyer the unrestricted right to cancel a contract within a negotiated time period in which the buyer conducts their due diligence and inspections. Other processes like title work and appraisals will also happen during this time.

CLOSE

Once all conditions of the contract have been met you will be scheduled to sign closing documents and drop off keys to the house. Once the transaction funds you would have officially closed on your house.

PRICING YOUR HOME

As a real estate professional, it's my obligation to be honest with you regarding price. Price is determined by several factors like what similar houses sold for, what current active listings are priced at, size, location, condition, etc..

PRICING TOO HIGH

Limits the number of potential buyers, extends the amount of time the home may be on the market, and reduces your negotiation power.

VS

COMPETITIVE PRICING

Could lead to multiple offers or buyers who are less likely to negotiate price. Helps you negotiate other terms of the agreement such as closing date, inspection repairs, leasebacks, among other concessions.

ABOUT YOUR HOME

These are questions that can help me determine how to best approach the sale of your house and your needs.

Why
are you wanting to sell?

What
is your favorite feature of this house?

What
do you dislike about your home?

What
do you like about the area?

Do you
anticipate any major challenges with selling
your home?

What
are some things I can help you with as your
agent?

Selling can be stressful
Do you have any concerns or stressors about
sellin your home?

WHAT I OFFER

Aside from my help in listing your home, helping you determine a listing price and negotiating offers, here are a few other things I offer:

PROFESSIONAL PHOTOGRAPHY

MARKETING

EXPOSURE

EVENTS

VENDOR
RECOMMENDATIONS

COOPERATING
BROKERAGE

MARKETING STRATEGY

ONLINE PRESENCE

I syndicate to 100's of websites such as Zillow, Realtor.com and Trulia.

OPEN HOUSES

Open houses will be conducted on the weekends in order to facilitate showings for potential buyers

SOCIAL MEDIA MARKETING

Your property will be featured in our websites and social media platforms.

EMAIL CAMPAIGNS

The property will have an initial email campaign sent to at least 5000 contacts, and one for every open house conducted or any change in the listing.

BROKER TO BROKER NETWORKING

I will also advertise to other brokers/agents in order to place your property in front of them so that they send it to their buyers.

PREPARING YOUR HOUSE

Preparing your house is one of the most important steps before listing your house. A little TLC, some cleaning and decluttering can make a significant difference in the sale of your home. Your house must be ready for professional photographs, showings, and open houses. Below is a checklist that will help you prepare your house efficiently:

General

- Declutter
- Test lights and replace light bulbs as needed
- Touch up paint
- Fill holes/scratches on the wall
- Clean glass windows, window sills, trims and doors
- Repair leaking taps and toilets

Exterior

- Touch up paint
- Clean the door
- Mow the lawn, trim trees and shrubs
- Remove any nests/webs
- Pressure wash driveway and other areas as needed

Kitchen

- Clear countertops
- Organize pantry
- Remove items on top of refrigerator
- Remove magnets from refrigerator
- Clean vent hood

Living Room

- Declutter
- Clean entertainment center
- Check that lights and outlets are working
- Depersonalize your home
- Remove excess furniture and decorations

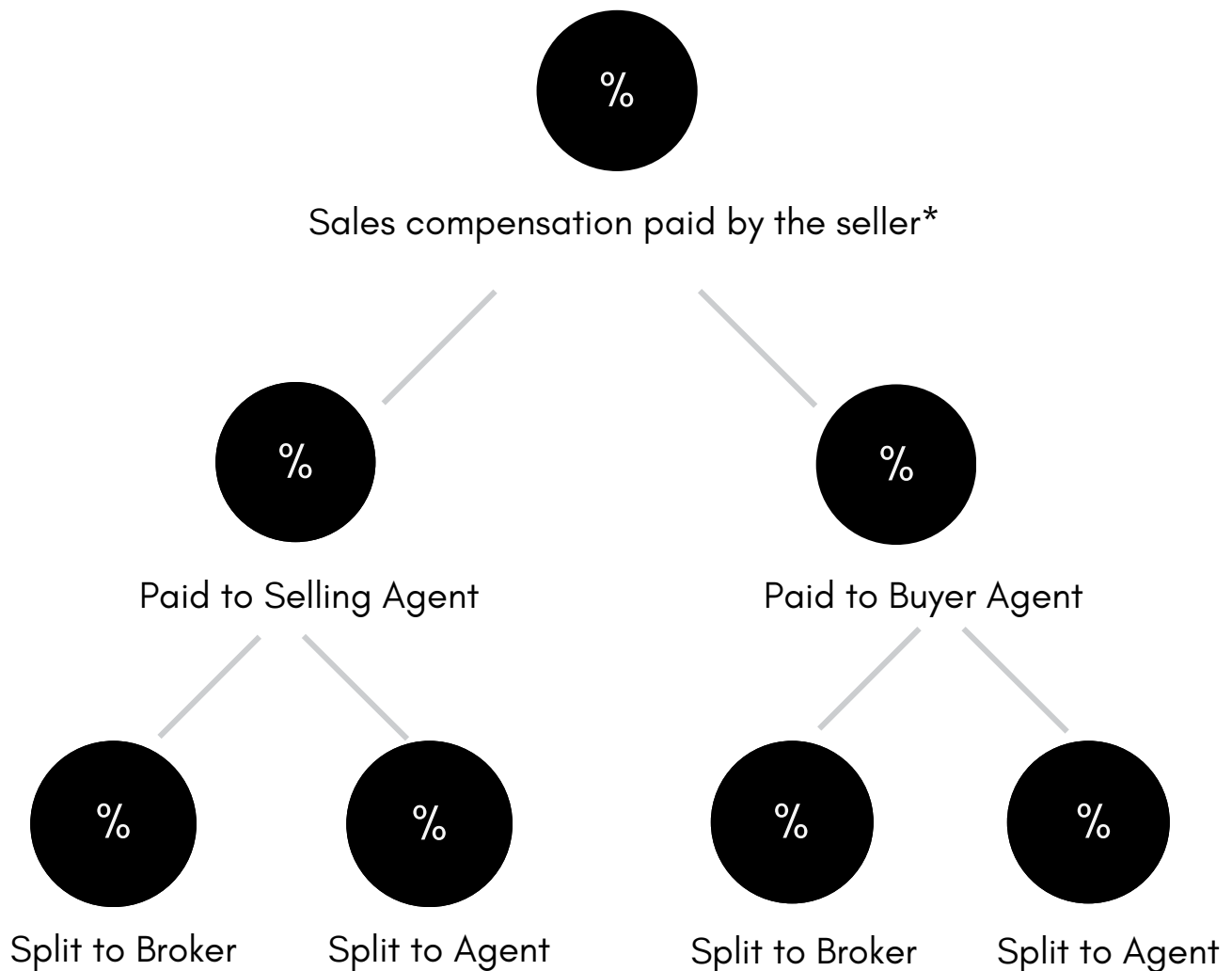
Bedrooms

- Declutter closets
- Clear nightstands
- Remove all personal items
- Store valuables
- Vacuum and shampoo carpet as needed

Bathrooms

- Clear countertops
- Clear and clean shower/bathtubs
- Clean mirrors
- Remove dirty towels, floor mats, plungers and cleaning products
- Re-grout areas that need to be replaced

UNDERSTANDING HOW COMPENSATION WORKS



WHERE MY PORTION OF THE COMPENSATION GOES...

REALTOR FEES, ADMIN FEES & TAXES

As realtors we need to pay dues and fees in order to remain licensed as well as insured. We also have pay our administrative staff and continuing education. Don't forget the taxes!

*Assuming the seller pays buyer's agent compensation

CLIENT REVIEWS

David Kim

Genesis is by far the best realtor ever. She took a young couple who knew nothing of the real estate market and got them into their dream home. More importantly, for the right price. We were looking for almost an entire year and worked with easily a dozen different realtors including big groups, solo, Redfin, etc. She was available, reassuring, and fierce.



Eric Turner

I give Genesis a 5 star review. She helped me sell two of my properties that other agents weren't able to sell, and found me and my family the perfect home. I think what set her apart was her hard work and creativity. We had some issues with our commercial property and she was able to work around the problems without us having to put any money out of our pockets. She is determined, diligent, an amazing negotiator, and most importantly, she knows what she is doing. She truly is Realtor Extraordinaire.



Laura Reyna

Genesis is the one of the most hard working and smart people I have ever met. She made our first time home buying experience so easy and fun. There's no pressure with Genesis, she really wants to help you find your perfect home. Will be recommending her to all of our family and friends. There are a lot of realtors out there who don't go the extra mile so we are very grateful for the opportunity to work with someone who does.



Danny Bin

Genesis has been great. Very responsive and knowledgeable, handled everything for me since I am an out of state buyer. I would highly recommend and would not hesitate to work with her again.



Candi Chong

Working with Genesis was great! She is super responsive, knowledgeable and passionate about real estate. She took us through the process smoothly. We will definitely have genesis to help us again!



Helpful Moving Time Guidelines

AFTER SIGNING

- Declutter! Sort through every drawer, closet, cupboard & shelf, removing items you no longer need or want.
- Donate or sell items that are in good condition.
- Create an inventory and a plan of anything valuable that will be moving with you.
- Get estimates from moving companies

4 WEEKS BEFORE THE MOVE

- Schedule movers/moving truck
- Buy/find packing materials
- Start packing!

2 WEEKS BEFORE THE MOVE

- Change address: mailing, subscription, amazon, etc.
- Keep packing!

1 WEEK BEFORE THE MOVE

- Complete final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in the new home
- Confirm delivery date with the moving company.
- Make sure your ID is Valid for closing