Seller

RESOURCE GUIDE

THE LAKE TEAM

agent responsibilities

Expert Guidance

- Research the comps in your area & complete a comparative market analysis to determine the best list price for the sale of your property
- Make recommendations on potential repairs and cleaning of your property, in order to make your home more attractive to buyers
- Suggest quality professionals, including attorneys, handymen and inspectors
- Guide you in making informed decisions leading to a satisfactory sale
- Present and respond to all offers in a timely manner
- Negotiate the best price & terms available, always keeping your specific needs in mind

Responsiveness

- Act in good faith at all times
- Adhere to your instructions & concerns
- Return calls & emails promptly
- Closely track dates & deadlines

Accounting

- Track and receipt all earnest money deposits
- Receive and deliver all documents in a timely manner
- Review final settlement statements

Loyalty

- You are our priority!
- Place your interest above all others
- Keep your personal information strictly confidential
- Ensure you are fully informed

selling in ten *easy* steps

1 DISCOVERY & RESEARCH

I will tour your home and give my insights on what will help your sale. We discuss the process and develop initial marketing strategies.

2 LISTING APPOINTMENT

We discuss the value of your home, review the calendar of expectations, sign documents and enter into contract. You're ready to list!

3 PRE-LAUNCH

All of our marketing materials are collected. From photography to lock boxes on your home, I make sure everything is prepared for launch day.

4 LAUNCH DAY

It's time!
Your home's profile is posted online. A yard sign is placed on your property. Any and all marketing materials we've agreed upon will be rolled out.

5 BUYER PROSPECTING

Consistent exposure of your home is spread across the marketing platforms. All scheduled events are completed until we reach a sales agreement.

6 SALES AGREEMENT

Once an offer has been made, we will review all terms and conditions and respond as needed.

7 INSPECTIONS

Your buyer will probably hire an inspector to review your home. The inspector is likely to recommend repairs or upgrades and we will negotiate on your behalf.

8 LOAN COMMITMENT

The buyer's loan is underwritten and appraisal is performed. All buyer's documentation is verified and we wait for approval.

9 CLOSING PREPARATION

The lender's requirements have been met and the documents have been ordered. Closing has been scheduled.I will review the figures and the buyer has a final walk through of your home usually 24-48 hours prior to closing.

10 CLOSING

The last step! Documents are signed, keys are exchanged and proceeds received. You may cancel your utilities and insurance, and your yard sign is removed from your property. I am there to help after the sale of your home - whenever you need me!

enhance the aesthetic *appeal*

prep the exterior

- Keeping the lawn manicured and watered regularly.
- Trimming hedges, weeding flower beds and pruning trees regularly.
- Checking the foundation, steps, walkways, walls and patios for cracks and crumbling.
- Inspecting doors and windows for peeling paint.
- Cleaning and aligning gutters.
- Inspecting and clearing the chimney.
- Repairing and replacing loose or damaged roof shingles.
- Repairing and repainting loose siding and caulking.
- Keeping walkways neatly cleared of dirt and debris.
- Adding colorful annuals near the front entrance in spring and summer.
- Powerwashing/cleaning your driveway.
- Keeping your garage door closed.
- Applying a fresh coat of paint/stain to the front door.

prep the interior

- Cleaning every room and removing clutter. This alone will make your house appear larger and brighter.
- Hiring a professional cleaning service every few weeks while the house is on the market.
- Removing items from kitchen counters and closets.
- Removing all personal photos from the walls, and patch the holes where they were removed.
- Re-surfacing soiled or strongly colored walls with a neutral shade, such as off-white or beige, and applying the same color scheme to carpets and flooring.
- Checking and repairing cracks, leaks or signs of dampness in the attic.
- Repairing holes or damage to sheetrock, plaster, wallpaper, paint and tiles.
- Replacing broken or cracked window panes, molding or other woodwork.

show home ready in *one* hour.

- ( ) Make the beds
- ( ) Grab a basket and put personal items of clutter in your car
- ( ) Make sure the bathroom towels are clean, straightened and match
- ( ) Wipe down toilets and put the lids down
- ( ) Wipe down all counter tops and sinks
- ( ) Open all blinds & turn on all the lights in the house
- ( ) Make sure the house temperature is comfortable
- ( ) Make sure the house smells good, but don't over do the air freshener
- ( ) Vacuum all carpeted areas, sweep all hard surfaces
- ( ) Clean all mirrors
- ( ) Sweep the front doorway and wipe off the mat

4 FACTORS THAT AFFECT THE *saleability* OF YOUR HOME

Price Point

Pricing your home for the current market is important for maximum exposure and ultimately, a satisfactory sale.

- Factors that determine a property's value:
location, design, amenities, competing properties, economic conditions
- Factors that have little or no influence:
price the seller originally paid, amount spent on improvements

Market Conditions

The real estate market is always fluctuating, and as your agent I will be able to discuss the pros and cons of listing during varied market conditions.

Property Condition

The condition of your property will have a lot to do with the selling price and how quickly it will sell. If there are repairs needed, or if professional staging is required, I will be there to assist and offer my guidance and network.

Market Exposure

I will focus on what we're able to control - market exposure and negotiating offers. I want to get the most qualified buyers into your home, in the least amount of time, and with minimal inconvenience. With a comprehensive marketing plan, your home will get noticed in any market.

information *prep*

Once your home is on the market, it's very important to have information ready to go in case the buyer or lender requests it.

Below is a list of items that buyers, lenders and title companies might request during this phase of selling your home.

( ) Manuals for appliances

( ) Receipts of work done to the home - including all major & minor renovations

( ) All keys and garage door openers

( ) Surveys previously done

( ) A list of utility providers & average costs per month

( ) Alarm instructions

HOA Communities -

Check in with the HOA to see if there are any restrictions or policies when listing your home

If you have any known info regarding assessments, certification letters or HOA covenants, have those available for buyers

negotiating the deal *successfully*

Disclose everything. Be proactive to disclose all known defects to buyers - avoid legal problems later.

Remember your priorities, but also respect the buyer, as this will be their next home & they are nervous about the unknowns.

Ask all of your questions. Offers may include complicated terminology, which can be clarified for you.

Respond quickly. The mood for the buyer to buy is exactly when the offer is made - don't delay.

Meet halfway if there are disagreements about small expenses - split the difference and move on.

Stay calm, even if the situation is tense.

HAVE YOU FOUND THE RIGHT BUYER?

Make the deal happen.

under contract *process*

OFFER ACCEPTED

Now that you've decided on an offer, it's time to start the under contract process. There are a few dates and deadlines to be aware of - title deadline, due diligence, inspection, appraisal, and loan conditions. The under contract process can normally take anywhere from 30-60 days.

INSPECTION

One of the most crucial steps in buying a home is performing an inspection. The buyers elect to do this if they choose. The buyer's agent will set up a day and time that works for you to have the inspector perform a full inspection on your home. You will be asked to leave during this time. It should take anywhere from 1-4 hours depending on the size of your home. After inspection, the buyer's agent will send an amendment requesting specific repairs or replacements, if needed. At this time you can decide which items you agree to fix, repair or replace, if any. Remember, inspection items that affect health and safety are pertinent.

APPRAISAL

An appraisal will be required by the lender if the buyer is obtaining a loan. The appraisal could come in low, high, or at value. I will guide you through the process on the right moves to make if the appraisal comes in low. After the appraisal, we wait for the loan conditions deadline for the buyer and are that much closer to the closing table.

closing 101

THE CLOSING PROCESS FINALIZES THE SALE OF YOUR HOME AND MAKES EVERYTHING OFFICIAL. ALSO KNOWN AS SETTLEMENT, THE CLOSING IS WHEN YOU GET PAID AND THE BUYER RECEIVES THE DEED TO YOUR HOME.

A FEW THINGS TO BRING TO CLOSING

- A valid government issued picture ID
- House keys
- Garage door opener(s)
- Mailbox and any other spare keys

WHAT TO EXPECT

The escrow officer will look over the purchase contract and identify what payments are owed and by whom/ prepare documents for the closing; conduct the closing/ make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any money due to you.

YOUR COST

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as current or past due unpaid property taxes
- Unpaid special assessments on your property
- Real estate commission
- Title insurance policy
- Home warranty, if applicable
- Survey, if applicable

AFTER CLOSING, MAKE SURE YOU KEEP THE FOLLOWING FOR TAX PURPOSES

- Copies of all closing documents
- All home improvement receipts on the home you sold

REALTOR®

the lake team

YOUR HOUSTON AREA EXPERTS

contact

Andrew 832.207.3222
alake@kw.com

Samantha 281.685.6768
slake@kw.com

profile

Our vision is to provide outstanding agency services to buyers, sellers, and investors by achieving 100% client satisfaction. By focusing on the true needs of our clients, we raise the bar and set expectations higher than anyone else to become the Greater Houston Areas most trusted and sought after Realtors. We treat our clients like family, and build relationships that last a lifetime!

education

- Bachelors of Business in Accounting from University of Houston
- Short Sale and Foreclosure Resource
- Law of Agency
- Law of Contracts
- Property Management
- Real Estate Brokerage
- Real Estate Finance

awards

- Keller Williams Preferred Top Producer
- Houston Association of Realtors Platinum Agent
- HomeLight Top Negotiator
- 3X BOLD Graduate
- Keller Williams Bronze and Silver Recipient
- Keller Williams Preferred Top 10%

commitment to excellence:

- We go above and beyond the industry standards for our sellers. The only way of achieving 100% client satisfaction is delivering results in the best possible way. The path to excellence starts with dedication, passion, and being goal oriented and results driven. As your real estate team, we are committed to helping you sell your home for top dollar and in the shortest amount of time possible. We take pride in our work and want our clients to have a smooth sailing experience with us. After each transaction we assess how the transaction went and find ways to keep improving so that our clients are always getting the best service possible.

customized to fit your needs:

- Every client is unique in their own way. There is no one size fits all when it comes to buying and selling a home. Our team will work with you to develop a plan that suits you the best! Do you prefer weekly phone calls with updates? Do you prefer text or email communication only? Or maybe you prefer us to contact someone else regarding your sale? We are here to conform to your needs and provide you the best service based on what your wants and needs are. Not only do we customize our marketing plan to best suit your home, but we customize our communication and processes to best suit your needs.

proven and consistent success:

- Our listings sell at an average of 98% of list price
- Our average days on the market are 33 days
- We frequently get multiple offers on our listings and many times even above list price
- Client Matching - Because we work with so many buyers and sellers, it's not uncommon for us to bring you a buyer we are already working with!

About our team.

The Lake Team was originally founded in early 2016 for investment purposes. It was late 2016 when we realized we had a passion for helping people buy and sell a home, thus began our incredible journey. As a veteran owned and operated company, we have cultivated relationships with our clients that last a lifetime. We don't see our clients as just another number, but rather as family. When you work with us, we want you to feel comfortable and the only way that can happen is to establish trust and be honest with one another. When you make the decision for us to assist you in helping with your real estate goals, you'll quickly see why we are Houstons fastest growing and sought after real estate teams.

MEET OUR TEAM

Andrew Lake

Team Leader

Samantha Lake

Executive Assistant

Jason Hathaway

Inside Sales Agent

customer testimonials

MARY FERGUSON

"The sale of my home was somewhat irregular. The house belongs to my father... after he passed away I was left to handle his estate. All of the sale of his house was handled remotely as I live out of state. I can not say enough what a fantastic job Andrew did in helping me achieve this goal! Every step along the way Andrew offered assistance in facilitating the best possible outcome. It was a learning experience for me and he was able to offer advise on what I needed to do and what I could expect. I would absolutely recommend Andrew Lake to anyone planning to sell or purchase a home or land!"

HERNAN CHACIN

"Excellent Team, good communication all through the process, reachable and knowledgeably. Will work with them again."

BRIANNA PAWELL

"We loved working with Samantha and Andrew Lake in selling our home. It was great knowing that we had such professional, competent and friendly realtors. They were always eager to answer any questions that we had and explained the process to us. We will definitely be using them again for buying or selling our home."

RIO FRANZMAN

"The Lake team rocked! They really helped sell a property that faced a difficult set of challenges. They were super responsive as well."

THE LAKE TEAM

choose

AN AGENT YOU
CAN TRUST,
WITH THE EXPERTISE
TO HELP
SAVE YOU MONEY.

your dream home

IS WITHIN REACH.

considering

BUYING OR SELLING?

Navigate the real estate market with the proper guidance -

- ✓ a proven marketing plan
- ✓ experienced negotiation
- ✓ tips on staging your home
- ✓ constant contact
- ✓ professional photography
- ✓ honesty & integrity

visit online

@thelaketeamkw
www.thelaketeamkw.com

contact us

TO SET UP AN APPOINTMENT

the lake team
REALTOR®

andrew - 832.207.3222
alake@kw.com

samantha - 281.685.6768
slake@kw.com

customer testimonials

TINA BAKER

★★★★★

"Prior to meeting Andrew I had a very bad taste in my mouth with realtors. My family member I am very close to & LOVE very much is a realtor. He did NOT help us when we purchased a home a 1.5 years ago. In fact it turned into a disaster & we had to pay cash for the house. Andrew made the entire process so incredibly simple we are still pinching ourselves wondering if we are going to wake up from this dream."

FRANCISCO FIGUEROA

★★★★★

"If your looking for a realtor The Lake Team is it. Very knowledgeable and will walk with you the entire process. Amazing Team!!"

JEANIE BRADY

★★★★★

"Andrew Lake did a wonderful job helping us sell our home. He was professional and knowledgeable. We had some unusual situations that he walked us through and helped us resolve. We put our house on the market just as Covid 19 began and he helped us sell our house quickly and for more than the asking price."

JOHN LABOUBE

★★★★★

"This is my 7th property to be purchased and sold by the Lake team... I couldn't ask for better realtors! I Highly recommend This team to anyone in the market buying or selling!"