



# *Seller's Guide*

**KW MEMORIAL**  
KELLERWILLIAMS. REALTY



Milica Vasiljevic

281-701-5366 | [MilicaV@kw.com](mailto:MilicaV@kw.com)

[Millie.homes](http://Millie.homes)





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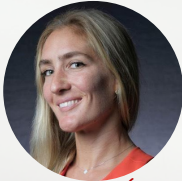
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# Meet My Team



*Milica Vasiljevic*

REALTOR®



*Michael Bossart*

Broker



*Larry Frawley*

Team Leader



*Mitch Rainey*

Compliance Broker



*Brandon Lara*

Director of Innovation  
and Technology



*Gaby Banzer*

Director of  
Agent Experience

In addition to this expert-level team, I belong to the largest brokerage in the Houston market and have relationships with agents who specialize in all areas of the metropolitan area. The benefit to you? Should I need to lean on them for partnership or specialized guidance, you experience the gains of collaboration and pooled experience.

## WHAT YOU CAN EXPECT FROM US

Honesty and Integrity | Loyalty and Respect  
Responsiveness and Timeliness | Expert Guidance



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# *A Little about Me*



Real Estate Agent Millie Vasiljevic has lived in Houston for nearly 20 years and is always focused on getting the best deal for her clients. A patient, honest, and understanding partner to her real estate clients, she specializes in the west side of Houston, including Memorial, Energy Corridor, Spring Branch, Cypress, and Katy. She also has experience in Kingwood, The Woodlands, Midtown, River Oaks, and The Galleria.

Milica's clients appreciate her passion for exceeding expectations, high availability, and strong negotiation skills. She's experienced in working with clients looking for their dream home, as well as investors seeking a solid return.

Millie is a Certified Public Accountant and earned her master's degree in accounting from Houston Baptist University. She is fluent in Serbian and English, with conversational proficiency in most Slavic languages.





# *My Pledge to You*

I'm here to guide you through the process, every step of the way and make the following personal commitment to you:

- I will ensure you understand all steps before they happen.
- I will return your calls promptly.
- I will be your one connection to all relevant services.
- I will keep you informed of any changes or activity immediately.
- I will understand your viewpoint and represent It fully in all negotiations.
- I will do everything in our capacity to simplify the process for you.
- I will release you from the listing at any given point in time should you choose to do so.





# *Pre-Listing Preparation*

- 1 Schedule a tour of your home with your agent.
- 2 Discuss any potential repairs, upgrades, or staging to be completed before listing your home.
- 3 Establish an asking price based on the current market and comparable property listings.
- 4 Prepare your home to be photographed and put on the market.





# *From Listed to Sold*





# *From Listed to Sold*

- Find a REALTOR® you can trust
- Determine your goals in a consultation
- Establish a strategic list price
- Prepare home for the market
- Go active
- Allow showings
- Negotiate offer(s) and go under contract
- Inspection/negotiate repairs
- Buyer obtains financing approval
- Appraisal performed
- Contingencies removed
- Receive a clear-to-close
- Buyer conducts final walk-through
- Both parties sign paperwork
- The loan funds
- Seller receives proceeds
- Deed is recorded with the county





# Pricing Your Home to Sell

The market value of your home is based on a combination of factors including:

- The Current Market
- Comparable Listings
- Location
- Neighborhood
- Age of the Home
- Condition of the Home
- Improvements



Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.

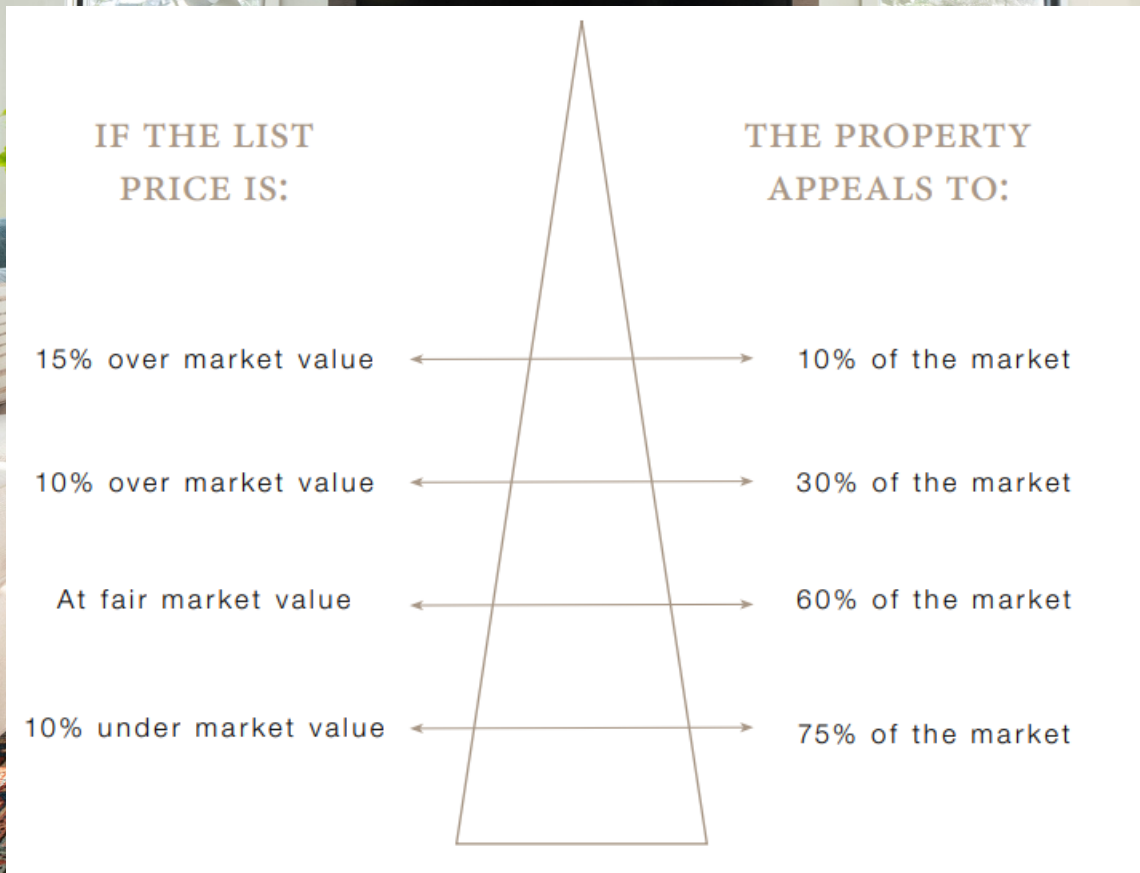


It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.



# Fair Market Value

Pricing a property appropriately from Day One is a critical detail when selling. A property generates the most interest when it first hits the market, and the number of showings is greatest during this time if it is priced at a reasonable market value. Starting too high and dropping the price later misses this opportunity and fails to generate strong activity. Many homes that start high end up selling below market value.





# Prep Your Home to Sell Fast

1

## START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2

## DE-PERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see the house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

3

## CLEAN, CLEAN, & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4

## MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5

## BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.





# Photos & Showings Checklist

In today's market, professional photographs are a requirement for every successful listing. I've put together a checklist to help get your home photo-ready, as well as preparing to show to potential buyers.

## THINGS YOU CAN DO AHEAD OF TIME

### INSIDE

- ☐ Clear off all flat surfaces - less is more. Put away papers and misc. items.
- ☐ Depersonalize: take down family photos and put away personal items.
- ☐ Clear off the refrigerator: remove all magnets, photos and papers.
- ☐ Replace burnt out light bulbs and dust all light fixtures.
- ☐ Deep clean the entire house.
- ☐ Touch up paint on walls, trim and doors.

### OUTSIDE

- ☐ Increase curb appeal: remove all yard clutter and plant colorful flowers.
- ☐ Trim bushes and clean up flower beds.
- ☐ Pressure wash walkways and driveway.
- ☐ Add a welcome mat to the front door.

### PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

## ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

### KITCHEN

- ☐ Clear off countertops, removing as many items as possible.
- ☐ Put away dishes, place sponges and cleaning items underneath the sink.
- ☐ Hang dish towels neatly and remove rugs, potholders, trivets, etc.

### BATHROOMS

- ☐ Remove personal items from counters, showers, and tub areas.
- ☐ Move cleaning items, plungers, and trash cans out of sight.
- ☐ Close toilet lids, remove rugs, and hang towels neatly.

### IN GENERAL

- ☐ House should be very clean and looking its best.
- ☐ Lawn should be freshly mowed and edged.
- ☐ Move pet dishes, toys, and kennels out of sight.
- ☐ Make beds, put away clothing, toys, and valuables.
- ☐ Turn on all lights and turn off ceiling fans.

### PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.



# *Listing your Home*

## MLS LISTING

Your home will be put on the MLS, where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.

## SIGNAGE

A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.

## LOCK BOX & SHOWINGS

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.

## OPEN HOUSE

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.

## VIRTUAL TOUR

I will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.





# *My Marketing Strategy*

## ONLINE MARKETING

When you list with me, your home will be featured on the Keller Williams Listing System (KWLS). This exclusive online system markets your property online 24/7 to more than 7,000 syndicated websites.

## NETWORK MARKETING

Your property will be shared with our extensive network of real estate agents to increase your home's visibility.

## SOCIAL MEDIA MARKETING

I use a variety of social media networks like Instagram, LinkedIn, and Facebook to gain exposure and interest for your property.



# *Offers & Negotiations*

Being flexible will help the offer and negotiation process go more smoothly, moving you one step closer to finalizing the sale of your home.





# Factors to Consider

Accepting the highest price offer may seem like the logical choice, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you.

## CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up—like financing falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

## CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

## CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

## CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections, and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.





# *Under Contract*

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.





# *Steps on the Way to Closing*

## INSPECTION

Property inspections are done to make sure that the home is in the condition which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

## POSSIBLE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal-breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

## APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size, and condition to determine the current value of the property.

## FINAL WALK THROUGH

Before a buyer signs the closing paperwork, they will come to the home to do a final walk-through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.





# *Cleared to Close!*

Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.





# *Closing Day*



## CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Title insurance policy
- Home warranty
- Broker fees
- Recording fees
- Property taxes (split with buyer)
- Remaining balance on mortgage
- Any unpaid assessments, penalties, or claims against your property

## ITEMS TO BRING TO CLOSING:

Government-Issued Photo ID

House Keys

Garage Openers

Mailbox Keys





# From My Past Clients

“

Milica was the best! Communication with her was amazing and she went above and beyond to help us with our current situation. She made the process simple and took the stress off of our shoulders.

- Alisha C.



”



“



Milica was easy to reach and very communicative. All our questions were answered quickly and she was always very receptive to phone/email/text. She was able to help us secure contractors when needed and really went above and beyond to ensure a smooth process overall. We will definitely utilize her services if we are in the market again. She is one of the best realtors we have ever worked with by far!

- Nick P.



”

“

Milica was very patient, listening to and understanding my preferences and objectives. Her schedule was always flexible, adjusting to my very challenging schedule; in between my business trips and office business calls. Thanks to Milica and her team for the support.

- Jose G.



”





*Sell with confidence.*



Milica Vasiljevic

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