

Preparing to Sell Your Home

HOME SELLER'S *guide*



Bre Meador, REALTOR®

All City Real Estate

512-993-8488



Table of CONTENTS



MEET YOUR AGENT

HOME SELLING PROCESS

AGENT RESPONSIBILITIES

PRICING YOUR HOME

PREP & STAGING



GETTING SHOW-READY

SHOWING TIPS

MARKETING YOUR HOME

YOUR LISTING LAUNCH

OFFERS & NEGOTIATIONS

UNDER CONTRACT

CLOSING DAY

QUESTIONS & ANSWERS



MEET YOUR AGENT

Homes Are Better With Bre Meador!



Hi! I'm Bre Meador, and I'm so glad you're here. Helping people sell and buy homes isn't just my profession—it's my passion. I'm proud to serve Bastrop County and surrounding communities with a personalized, down-to-earth approach that puts you first.

Whether you're selling a home you've loved for years, relocating out of the Bastrop area, or moving up to your next home, I'm here to guide you every step of the way—with honesty, integrity, and a whole lot of heart.

I'm not just a REALTOR®—I'm also a wife, mom, a former nurse, and a proud United States Army Veteran. I also serve as Chief Administrative Officer for my family's construction company, which means I can tell you what a repair should actually cost—not guess at it.

Selling a home is a big decision, and I'm honored to be part of that journey with you. If you're ready to sell in Bastrop County, I'm ready to help you get there.

Phone: 512-993-8488

Email: forsale@bremeador.com

Website: www.bremeador.com

HOME SELLING

process

1

INITIAL CONSULTATION

Let's start with a conversation! I'll learn your goals and timeline, walk you through the process, and answer your questions. My role is to be your advocate, advisor, and negotiator from list to close.

2

PRICING STRATEGY

Using a Comparative Market Analysis of recent sales and current competition, we'll set a price that attracts strong interest and maximizes your net—without leaving money on the table or sitting on the market.

3

PREP & STAGING

I'll walk your home with a buyer's eye and recommend simple, high-ROI updates. From decluttering to staging, we'll help buyers picture themselves living there.

4

MARKETING & LAUNCH

Professional photography, custom marketing, and syndication to every major platform get your home in front of the right buyers—locally and beyond—the day it goes live.

5

SHOWINGS & OFFERS

I'll coordinate showings and open houses, gather feedback, and review every offer with you—negotiating price and terms to protect your bottom line.

6

UNDER CONTRACT TO CLOSING

From inspection and appraisal to title and final walkthrough, I'll manage every deadline and keep the deal on track—so you can focus on your next move.

MY RESPONSIBILITIES



SELLER'S AGENT RESPONSIBILITIES

- ✓ Analyze the market and price your home to sell
- ✓ Advise on repairs, updates, and staging
- ✓ Market your home across every major platform
- ✓ Coordinate showings and open houses
- ✓ Provide feedback and regular communication
- ✓ Evaluate and compare every offer
- ✓ Negotiate the best price and terms
- ✓ Manage inspection, appraisal, and title
- ✓ Double-check paperwork and deadlines

Why Choose Me?

LOCAL EXPERTISE

I don't just work in Bastrop County—I live here, raise my family here, and know this community inside and out. That local insight helps me price your home right and market what makes this area—and your home—truly special.

SERVICE WITH HEART & HUSTLE

As a former nurse and U.S. Army Veteran, I bring a strong work ethic, compassion, and attention to detail into everything I do. I treat every client like family and fight hard to protect your interests at every step of the transaction.

PRICING

Pricing your home to sell

Setting the right price from day one is one of the most important decisions in selling. Price too high, and your home can sit on the market. Price too low, and you may leave money on the table. That's where my market analysis and local experience come in.

WHAT GOES INTO PRICING YOUR HOME

- Recent sales of comparable homes nearby
- Current competition and active listings
- Market trends and days on market
- Your home's condition and upgrades

A WELL-PRICED HOME HELPS YOU:

- Attract qualified buyers quickly
- Encourage strong early offers
- Negotiate from a position of strength
- Avoid later price reductions



YOUR PRICING SWEET SPOT

- Comparable sales
- Active competition
- Market trends
- Days on market
- Home condition
- Recent upgrades
- Location
- Buyer demand

PREPARING *to sell*

REPAIRS & IMPROVEMENTS

Before your home hits the market, small details make a big difference in how quickly it sells and for how much. I'll walk through your home and recommend simple updates and repairs that bring real return—fresh paint, minor landscaping, decluttering key spaces—without unnecessary spending.

Need help getting things done? I work with a network of reliable local professionals, and as Chief Administrative Officer of a construction company, I can tell you what the work should actually cost. We'll focus on the changes that add value and help buyers say yes.



STAGING TIPS THAT SELL

- Declutter and depersonalize so buyers can picture themselves living there.
- Maximize light—open blinds, replace dim bulbs, and let every room feel bright and airy.
- Highlight your home's strengths with simple furniture and layout adjustments.
- Add finishing touches—fresh flowers, clean surfaces, and a welcoming entry. If needed, I can coordinate professional staging for a polished, model-home look.



YOUR PRE-SHOWING LIST

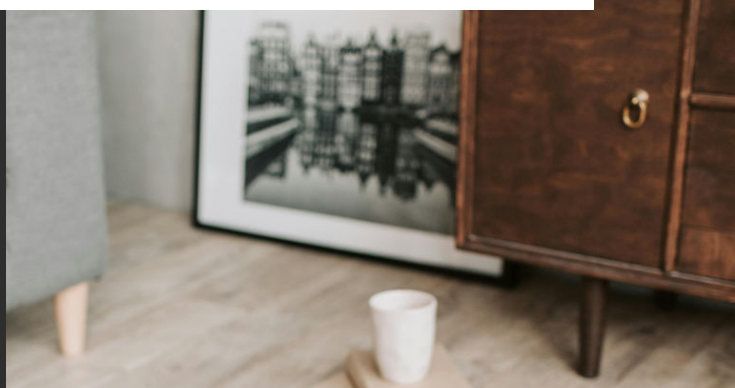
- Before every showing, a few small steps help your home make a strong first impression.
- Buyers decide within seconds whether a home feels right—so a clean, bright, welcoming space always pays off.

ROOM BY ROOM

- Clean and declutter every room; put away personal items and photos.
- Wipe down kitchens and baths until they shine.
- Open curtains and turn on lights for a bright, inviting feel.
- Secure pets, valuables, and anything you'd rather not have out.
- Add a fresh, neutral scent and tidy the entryway.

SHOW- READY

BRE MEADOR, REALTOR®



SHOWING *Tips*



- KEEP IT CLEAN & CLUTTER-FREE
- LET IN NATURAL LIGHT
- NEUTRALIZE ODORS & SCENTS
- SECURE VALUABLES & PETS
- STEP OUT DURING SHOWINGS
- BE FLEXIBLE WITH TIMING

- Great showings sell homes—and a little preparation goes a long way. Keep your home clean, bright, and clutter-free so buyers can focus on its best features. Let in natural light, keep scents neutral, and secure any valuables and pets before buyers arrive.
- Whenever possible, step out during showings so buyers feel free to explore and picture themselves at home. Flexibility with timing matters too—the more accessible your home is, the more qualified buyers can see it.
- I'll handle the details, coordinate with buyer agents, and gather feedback after every visit—so you always know what buyers are saying and we can adjust if needed. Together, we'll make every showing count.

MARKETING

Getting your home seen

In today's market, buyers search online first—and your home has just seconds to make a strong impression. That's why high-quality visuals aren't optional; they're essential. I invest in professional photography and marketing so your home looks its absolute best across every platform.

Great photos get more clicks, more showings, and stronger offers. Every image is thoughtfully curated to highlight your home's unique value and lifestyle appeal.



WHAT'S INCLUDED IN YOUR MARKETING

Depending on the property, your marketing may include:

- Professional Photography: Wide-angle interior and exterior shots, plus twilight photos when they suit the home.
- Drone & Video: Aerial shots and virtual tours where they best showcase your land, layout, and surroundings.
- Custom Materials: Property flyers, brochures, and social media graphics and reels.
- MLS & Web Listings: Compelling, search-optimized descriptions syndicated to major real estate sites.
- Targeted Ads: Online and/or print campaigns to reach the right buyers.



LISTING LAUNCH

Maximum exposure where buyers look



LISTED ON EVERY MAJOR PLATFORM

Getting your home in front of the right buyers takes more than a yard sign and an MLS listing. Depending on the property, your multi-channel campaign to reach qualified buyers—locally and beyond—may include:

- Featured on the Unlock MLS and syndicated everywhere
- Realtor.com, Zillow, Trulia, Redfin, and other major sites
- Facebook and Instagram posts, stories, and reels
- Targeted ads to reach active local buyers, when a fit
- Community group shares to build local buzz
- Email outreach to buyers and contacts in my network
- Agent network alerts to REALTORS® with buyers
- Direct outreach the day your home goes live

But exposure alone doesn't sell a house. What sells it is a listing that's positioned correctly, priced right, and presented professionally the day it goes live. Your home is marketed by the person whose name is on the sign and whose phone actually rings—not a franchise. I'd rather bring you the right buyer than the most clicks.

Offers & NEGOTIATIONS



An offer is exciting—but it's the start of a strategic process, not the end of one. I'm here to help you evaluate each offer, negotiate terms in your favor, and move forward with confidence. When offers come in, I'll walk you through:

- Price, and how it aligns with your goals
- Financing type and the strength of the buyer
- Contingencies — inspection, financing, appraisal
- Earnest money and overall terms
- Closing timeline and flexibility
- Repairs or credits that may be requested

NEGOTIATIONS

The highest number isn't always the best offer—a strong, well-qualified buyer can be worth more than a shaky one at full price. I'll advocate for you every step of the way, using proven negotiation tactics to maximize your net proceeds, minimize risk, and keep the deal on track through closing.

AFTER YOU ACCEPT

under contract

OPTION PERIOD & INSPECTION

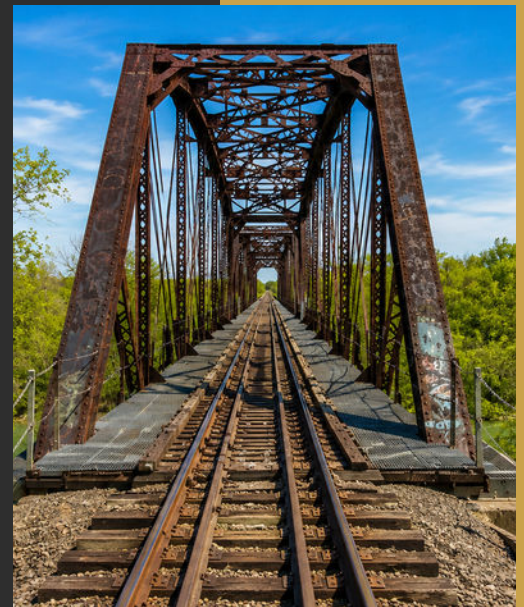
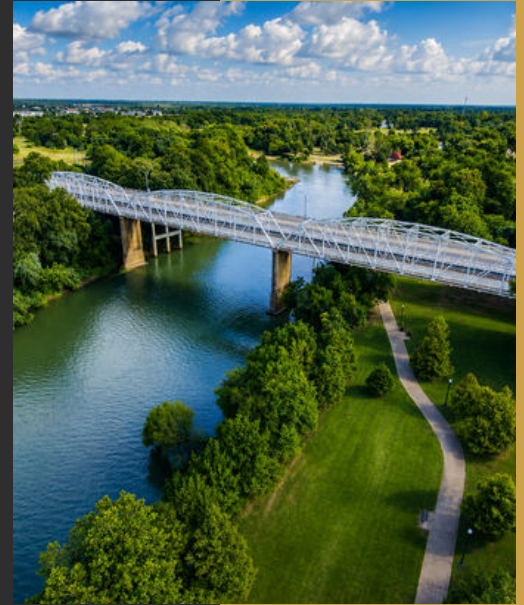
The buyer may schedule a home inspection during the option period. I'll help you prepare and handle any repair requests that come from the report—and if credits or repairs are negotiated, I'll guide you every step of the way.

APPRAISAL & TITLE

If the buyer is financing, their lender will order an appraisal to confirm value—I'll make sure the appraiser has accurate, up-to-date information on your home. Meanwhile, the title company verifies ownership, clears any liens, and prepares the paperwork for a clean transfer.

FINAL WALKTHROUGH

Before closing, the buyer will do a final walkthrough to confirm the home is in the agreed-upon condition. I'll make sure everything is ready, coordinate with all parties, and proactively handle any issues—so you can focus on your next move.



CLOSING DAY

Congratulations! You made it to closing!



WHAT TO BRING TO CLOSING?

- Government-issued photo ID (driver's license or passport)
- All keys, garage openers, and security codes
- Relevant manuals and warranties
- Any documents requested by the title company

WHAT TO EXPECT

On closing day, you'll meet at the title company to sign the settlement statement, deed, and required documents that transfer ownership to the buyer. Once everything is signed and funds are disbursed, you'll hand over the keys—and the sale is complete. The title company will provide your closing statement; keep it, since you'll need it at tax time. Congratulations on the successful sale of your home! And one less thing for your move: my FREE Utility Concierge service sets up electricity, water, internet, and more at your next home in one simple step — www.utilityconnect.net/bremeador

FREQUENTLY ASKED *Questions*



HOW LONG WILL IT TAKE TO SELL MY HOME?

It varies with price, condition, and the market—but strategic pricing and strong marketing are what sell a home quickly. Homes priced right and presented well tend to attract the most interest in the first two weeks. I'll keep you updated with feedback and market activity throughout, so we can adjust if needed.

HOW DO YOU DECIDE WHAT TO LIST MY HOME FOR?

I prepare a detailed Comparative Market Analysis—looking at recent comparable sales, current competition, market trends, and your home's condition and upgrades. Together we'll set a price that attracts strong interest and maximizes your net, without leaving money on the table or sitting on the market.

WHAT DOES IT COST TO SELL MY HOME?

Typical seller costs include the agent commissions, title and closing fees, and any negotiated repairs or credits. I'll give you a clear net-proceeds estimate up front so there are no surprises, and we'll review the final numbers together before closing.

SHOULD I MAKE REPAIRS OR UPDATES BEFORE SELLING?

It depends on your home and the return. I'll walk through it with you and recommend the changes that add real value—often simple things like fresh paint, decluttering, and minor fixes. As Chief Administrative Officer of a construction company, I can tell you what work should actually cost, so you never overspend. We focus on high-ROI improvements only.

WHAT'S YOUR BEST ADVICE FOR A FIRST-TIME SELLER?

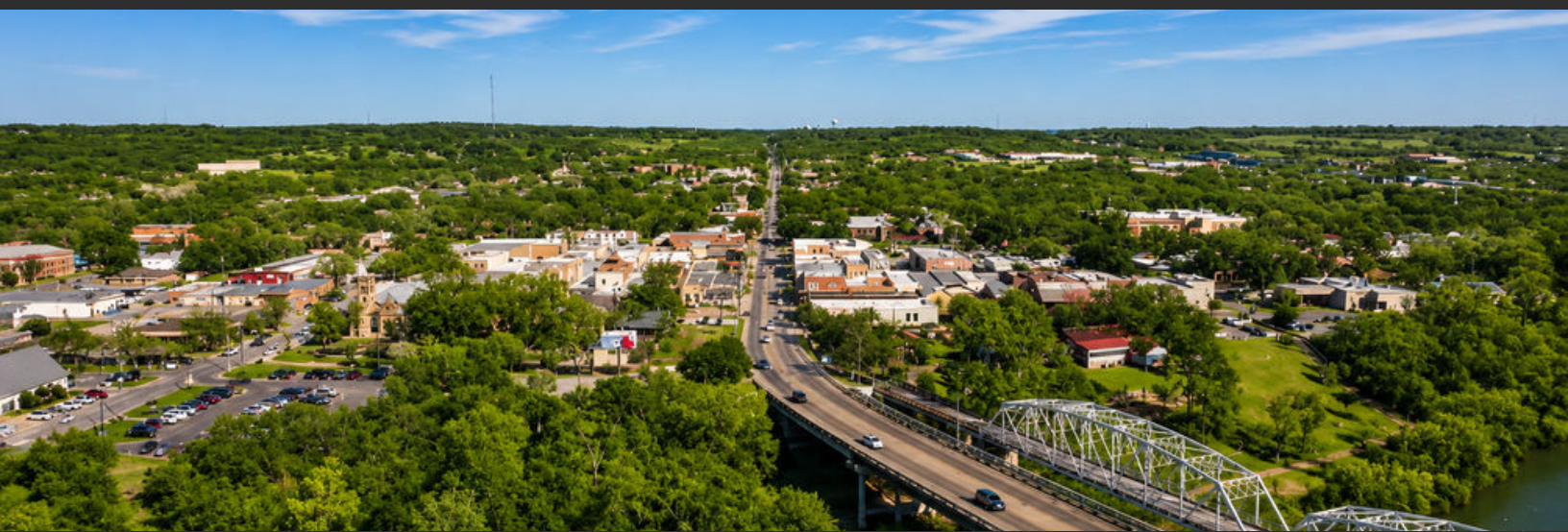
Price it right, prepare it well, and trust the process. Homes that are priced strategically and show beautifully sell faster and for more. Lean on my guidance for the details, and remember I'm handling the heavy lifting—marketing, showings, negotiations, and deadlines—so you can focus on your next chapter.

FREQUENTLY ASKED

Questions

DO I NEED TO LEAVE FOR EVERY SHOWING?

It's not required, but it helps. Buyers feel more comfortable exploring—and picturing themselves living there—when the owner isn't present. Whenever possible, I recommend stepping out for showings and open houses, and I'll coordinate scheduling to make it as convenient as possible for your family.



HOW WILL I KNOW WHAT BUYERS THINK OF MY HOME?

After every showing, I follow up with the buyer's agent to gather honest feedback. I'll share what buyers are saying about price, condition, and features, and we'll use that insight to fine-tune our strategy if needed—so we're always moving toward the strongest possible sale.

WHAT HAPPENS IF THE APPRAISAL COMES IN LOW?

If a financed buyer's appraisal comes in below the contract price, we have options—renegotiate the price, ask the buyer to cover the gap, or a mix of both. I'll make sure the appraiser has accurate information on your home and recent upgrades up front, and I'll advocate hard for you if we need to address a low value.



THANK YOU

SCHEDULE A CALL WITH ME TODAY!

Thank you for taking the time to read through my Seller's Guide. Whether you're just starting to think about selling or you're ready to list, I hope this guide helped answer some of your questions and made the process feel a little less overwhelming.

My goal is always to educate, empower, and support you through every step of selling your home. Real estate isn't just my job - it's my passion. And it would be an honor to help you sell your home in Bastrop County or the surrounding areas.

If you have any questions, want to set up a seller consultation, or just need a friendly expert to walk you through what comes next I'm here and ready to help.

Let's get your home sold, together. 🏡

With gratitude,

Bre Meador

REALTOR® | All City Real Estate