



HOOD HOMES BLOG

Everything You Need to Know About Fort Hood, TX Real Estate

The Ultimate Fort Hood Area Home



SELLERS

Guide

Killeen ★ Harker Heights ★ Copperas Cove

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INTRODUCTION

Who Should Read this Guide

This guide is not a generic, cookie-cutter newsletter on selling your home, but a crash course *with specifics* on selling your home **in the Fort Hood, TX area**. I get specific about *our* housing market here in Central Texas, what you can expect if you choose to sell your home, and how to do it right. If you, a friend, colleague, family member, or neighbor are thinking of selling their home in the Fort Hood Area (**Killeen, Harker Heights, Copperas Cove, Nolanville, Salado, Florence**, and the surrounding areas), this guide is for you!

If you are still shopping for a Realtor, this guide is also a sneak peek into my philosophy as a listing agent and explains a little about the thought process and steps I will take to ensure you **get the most** for your home on the market.

What You Will Take from this Guide

Most sellers are trying to maximize three things when they sell:

Money

Get the best price for you home with the fewest costs

Time

Sell on a timeline that is convenient for your schedule

Experience

Avoid hassles and be confident and comfortable in the process

I developed the **PACE Strategy** that is designed to maximize your money, time and experience. I explain it in depth in this guide. I then share the blueprint, **step by step**, for selling your home with the PACE principles in mind.

At the end of this guide is also some of the general **trends in our market area**, how it **differs from other markets** in Texas, and **what you can expect** selling your home.

Find a Realtor®!

I hope you find this guide helpful! If so, I also hope you will **consider interviewing me** for the job of selling your home. This guide can only do so much. An in person visit will allow me to assess your unique home and your unique situation and see if I can be of service to you and your needs!

SCHEDULE AN INTERVIEW

Do You Need to Sell?

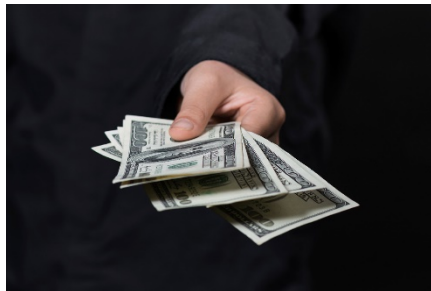
If not, you may be putting yourself through a lot of work and trouble for nothing.

A good Realtor® will make the process of selling your home as comfortable a process as possible, but there are still unavoidable chores and responsibilities for you, the seller: keeping your home tidy and clean 24/7 for strangers, last minute showing requests, spending money on repairs, and the list goes on. Ask yourself the following three questions and think about whether you are actually ready to sell:

Why am I selling? Is it because your job is taking you away, or because, for the right price, you'll be glad to move. Consider *why* you want to sell and evaluate whether the benefit is worth the cost.

What would I do if I couldn't sell for the price I want? Would you rent out your home? Drop the price? Even bring money to the closing table if necessary? Know how far you are either willing or need to go to sell your home. Your agent can detail what each scenario would look like and ensure you are comfortable in the game plan and confident moving forward.

What would prevent me from selling? Are you still waiting to see if you get that promotion? Or perhaps plans may change depending on where the kids go after graduation? By all means talk to an agent and get a feel for the market, but I recommend holding off on decisions until you have all the information and know that it's time to sell.



I Need to Sell Quick!

It will probably take **at least three months to sell your home traditionally** in the Fort Hood area. There is one week to get pictures/prepare your home for market, four weeks on the market before finding a buyer, and six weeks to close. That would be a smooth deal in our area at 11 weeks.

Sometimes that may not be fast enough for your circumstances.

A much faster option might be **selling to an investor**. The advantages of selling to an investor are numerous – cash deals, no commissions, **fast cash**, creative solutions, and selling your home as-is, no repairs needed. **You could sell your home in a week.**

The one really, really big downside of selling to an investor is the price. Realistically, on most homes in the Fort Hood area, an investor will only pay about **50-65% of your home's ARV** (After-Repair-Value).

SELL MY HOME QUICK!

SELL OR LANDLORD?

Advantages	
SELLING	LANDLORDING
<ul style="list-style-type: none">★ Cut Ties. Even with a good property manager, landlording still has its obligations. It might be too much of a hassle from afar.★ Reduce Risk. What if the rental market declines? Or what if home values drop? Selling now avoids these uncertainties about the market's future.★ Free up Finances. Cash out! If you have equity, selling your home might be a nice payday. Or free up the money and credit to purchase a home in your next destination.★ No worries. Selling means you don't have to worry about repairs, bad property managers, and complicated taxes. It's just easier to have to deal with one residence at a time.	<ul style="list-style-type: none">★ Build Wealth. Your tenant is paying off your mortgage! Well, most of it, probably. If the numbers are right, you can earn passive, long term income.★ Appreciation. The market might go down, but it might go up, too. Holding onto your home means you can take advantage of future market upswings.★ If You're Underwater. Especially if you have no equity in your home, selling may not be an option with all the transaction costs (commissions, title fees, seller concessions etc.). Landlording might be the least painful way to wait for your home's value and/or mortgage balance to improve until you are in a better position to sell.

How much could my home earn in rent?

My mortgage is \$1100/mo, but fair rent is \$1200/mo. I'll make \$100/mo renting out my home! Right?

Not so fast.

I recommend the **70% rule** when evaluating what you earn when you rent out your home. In addition to your mortgage payment, approximately 10% of your rent will go to a **property manager**. On average, 10% might be lost when the home is **vacant**, and another 10% for **maintenance costs**. In the above example, that means that while you might make \$1200/mo some months, on average you should plan on \$840/mo ($\$1200 \times 70\% = \840). Instead of making \$100/mo, you actually will likely **lose \$220/mo** on average.

Negative monthly cash flow is not automatically a bad thing. Several of my own homes I now rent at a monthly loss. There are two reasons you might choose to landlord even if you are losing money:

- ★ **You don't have money to sell.** If you are underwater, as many homeowners in the Fort Hood area are, *selling your home may cost your money*. Losing a few hundred a month may be a lot better option than paying \$1000s or \$10,000s lump sum at the closing table, just to sell.
- ★ **Building wealth.** You may have negative cash flow, but that doesn't count the wealth you are accumulating in **equity** while a tenant pays off your mortgage. It also doesn't count your numerous **tax benefits** as a landlord. You aren't "losing money" as much as you're putting it into a giant piggy bank (your home).

If you own the home outright, use the 50% rule. You will likely only take home about half of whatever the fair rent is (you still have to pay property taxes and insurance, in addition to the 30% above).

Property Manager

When I do a listing presentation, I will show you what has rented in your area so you can **compare selling versus landlording**. Oftentimes, selling may be the preferred option, with landlording as a back-up option if you can't get the price you need.

If renting, I recommend interviewing my broker, CJ Rogers, at StarPointe Realty. They manage my own property on the SW side of Killeen and are easily one of the best, most conscientious companies.



StarPointe Realty Central Texas LLC
311 E Stan Schlueter Lp. Ste. #205
Killeen, TX 76542

SCHEDULE AN INTERVIEW

THE P.A.C.E STRATEGY

So it's decided! You are selling!

Use the Brian E Adams PACE Strategy™ to do it right.

Throughout the rest of this guide, we are going to refer back to the PACE principles of selling a home, and show how each step in the selling process ties into **the strategy for getting your home sold for the MOST**.

The Principles are: **Price, Accessibility, Condition** and **Exposure**.

Each are important to the home buying process, and getting all four right means that you will maximize the opportunity for getting a great deal for your home.

The Goal of the PACE Strategy

The goals of a successful PACE Strategy are, in sequence:

★ Lots of Foot Traffic

—————→ ★ Great Impressions

—————→ ★ Leveraged Negotiations

—————→ ★ **Most Money,
On Time,
Best Experience**

PRICE

There are many different sources that in some way evaluate a “price” or value of your home. The listing price is the only one we control, and we will talk about it in a minute. Let’s first talk about the fair market value of your home by describing what it is NOT:

TAX ASSESSMENT ≠ PRICE

The tax assessment is for tax purposes only, and has little to do with a property’s actual market value. Sometimes it is close, other times it is wildly high or low (if high, I recommend appealing your next year’s tax assessment to get your tax burden down – and don’t forget your Texas [Homestead Exemption!](#)).

APPRAISAL ≠ PRICE

The appraisal is for lender purposes only. Your house will probably be appraised by a buyer who is getting financing. Hopefully your home will appraise for *more than* the price (or it could kill the deal). The appraisal is an important part of the buying process, but it is NOT the final determinant of your home’s fair market value, nor the final price.

LISTING PRICE ≠ PRICE

The listing price is for marketing only. This is the key one! What you ask for your house is not necessarily your home’s actual value. The asking price is a marketing tool. The goal is to price your home right to get the most people in your door and interested in your home. Once you’ve captured their interest, then the offer process begins during which you will settle on the actual price. It is often higher or lower than your original listing price.

Home Value

“So what is my home’s actual value?”

Your home’s real market value is defined as only one thing: **The price at which a buyer is willing and able to pay for your home and you are willing and able to sell.**

We cannot force a price on a buyer. It depends entirely on their means and motivation. However, my work for you and our marketing will seek to **maximize your home’s appeal** and maximize what a qualified buyer is willing to pay, getting you the most possible in the market.

The Listing Price

Your Listing Price is the #1 best and most important method of marketing your home. When a buyer is deciding between 20 similar homes which 10 they want to spend their weekend viewing, a few thousand dollars can be the difference between their seeing your home or not. Buyers never see homes that don't make that list, and no matter how awesome your home is, they will never know because they never walked through your door. A competitive listing price is the most important element to getting your home sold quickly and for the most.

GOAL: Foot Traffic

The average buyer only views 10 homes. If your home's list price is not in the top 10, they aren't even going to see it.

“So, what is a good listing price?”

The best listing price is as close to the fair market value of your home as possible. This is where your target demographic is looking.

“But listing higher leaves room when the buyer negotiates the price down.”

Don't plan on negotiating down. My own philosophy is that it is better to list close to fair market value and *not* plan on negotiating down, rather than to list higher with the expectation of negotiating down. That is because your higher list price is going to turn off potential buyers. Get the buyers' attention, interest, and offers first, and then we can play hardball depending on how the negotiations go.

GOAL: Leveraged Negotiations

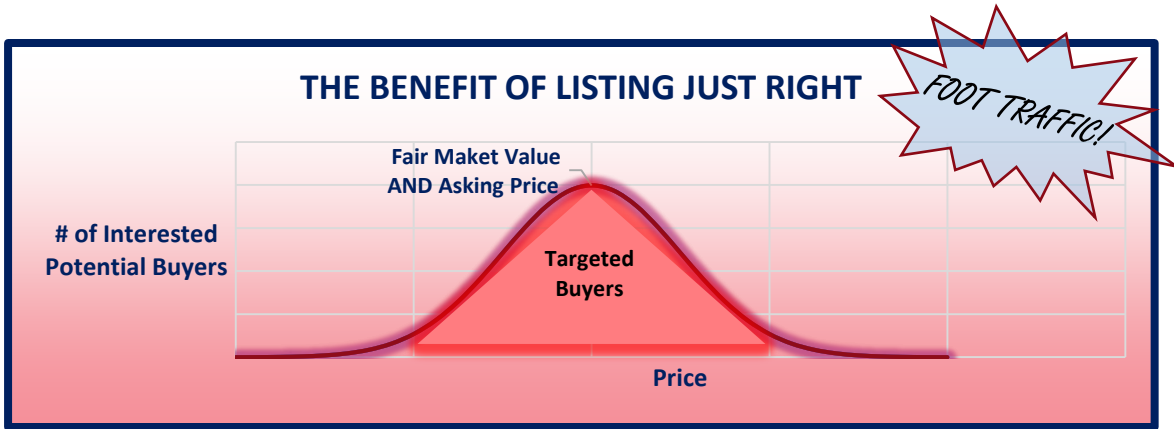
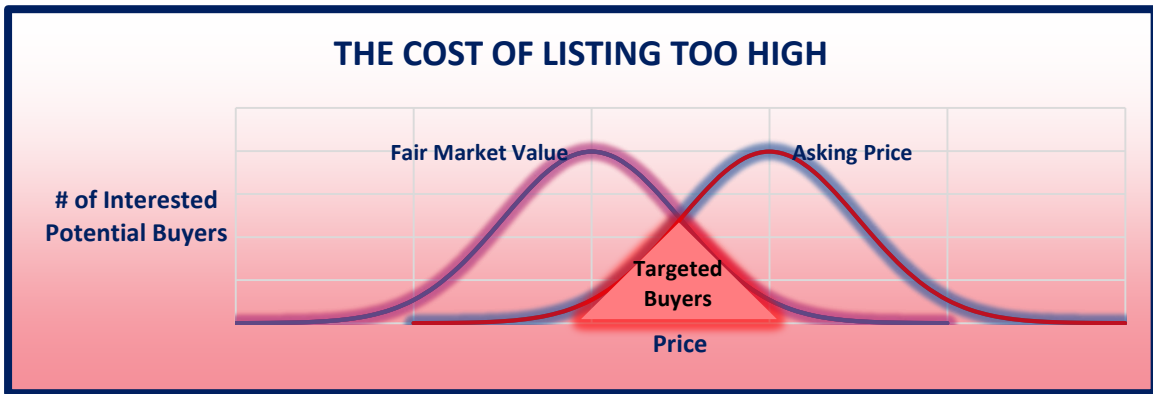
The other awesome advantage of listing at the fair market value is that we will have a market analysis **justifying our price**. The buyer tries to negotiate down? We send them our market analysis showing we didn't pull a number from thin air. The home is already a fair price, and we are in a stronger position in the negotiations.

Targeting Your Target Demographic

Below is an illustration of the consequence of over asking for your home. You want to attract qualified buyers looking for a home in your home's price range. The farther away you get from a fair market value of your home, the fewer such buyers will see your home.

Most buyers have a price range they are searching, usually plus or minus \$10,000-\$25,000 in the Fort Hood area.

For example, a buyer might be looking for homes between \$130,000 and \$150,000. Maybe your home is realistically worth \$145,000, but you are determined to try for higher, or leave yourself room to negotiate down later, and list at \$155,000. Well, the \$130-\$150k buyer who might be a *perfect* fit for your home will never even see your home, if they aren't even searching homes over \$150,000.



Looking at the first graph, you may be tempted to think “yes, there are fewer buyers looking at my home, but they are in the higher price range!”

That's not a good thing. Those buyers who see your home will see a home worth less than what they are looking for, and priced for more than they'd like to pay. That is not a recipe for lots of offers.

Your Home's Value

“How do you determine the fair market value of my home?”

We arrive at the fair market value by looking at properties that are comparable to yours that have sold in the last six months, expired in the last six months, or are still active. Remember, our goal is to get the most qualified buyers inside and excited to see your home

SOLDS. These show us the terra firma of reality, which homes are selling and for how much in your area. You want your listing price to be firmly within this range.

ACTIVES. These are your competition. Remember that buyers look at an average of 10 homes, so you want to be sure your listing price is in the top ten or better of all the current active comparable homes.

These listings also represent only the hopeful wishes of their owners, not necessarily the reality of what homes are selling for. This is where having the REALTOR® sold data is helpful. It shows not what sellers would like for their home, but what they are actually getting.

EXPIREDS. This is the no-man's land of homes. These are homes that did not sell during the term of their listing agreement, often having been on the market for a year or more. They may not have sold because of the condition of the property, or because they were overpriced. You want your home listed well out of the range of most expired listings.



REQUEST A HOME VALUATION

ACCESSIBILITY

Showing your home

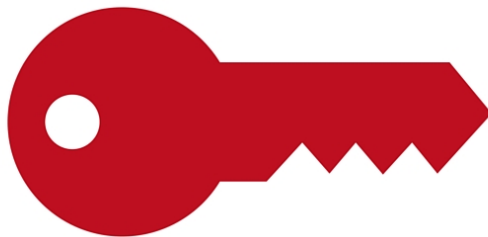
The best way to sell your home is **vacant**. It is easier on buyers. I work with buyers who do not even want to see occupied homes. It is easier on buyers' agents – vacant home can be seen on the spur of the moment. Occupied homes have to be scheduled, by which times sometimes my buyers have already found a home they loved. And it is easier on sellers, not having to keep your home glamorously clean 24/7 and get mom, the kids, dog and parakeet out of the house every time there is a showing.

GOAL: Foot Traffic

For buyers to fall in love with your home, they need to see it!

But vacant is not always an option. Interested buyers can be a nuisance if you are still occupying your home when it is on the market. Buyers are trying to get in your house, sometimes with little notice, after hours, and almost always on your weekend! Most times we will receive a day's notice or more. But having the flexibility and understand to show on even shorter notice will help sell your home quickly.

For example, I am often out showing buyers around when we may see a yard sign that my buyers inquire about. I have not had time to schedule a showing with the listing agent, and often know nothing about the home – not even whether it is occupied or vacant. But I will often go give the doorbell a ring just to see if the seller is present and perhaps will let us look. Sometimes they do, sometimes they don't. Those who decline often ask us to reschedule. Sometimes that happens, but most time my buyers have already found a short list of homes they are more interested in by then. **Every showing counts.**



Lockbox and Security

Your home will have a lockbox with a key in it so that buyer's agents can let their buyers in to see your home. The lockbox is an electronic Bluetooth device that is accessed **only by licensed real estate agents**. The lockbox **keeps a record** of who accessed your home and when. The benefit of working with a broker to sell your home and offering a buyer's agent commission is that you have professional agents showing your home, accompanying the buyer throughout the home, and bringing only qualified buyers through. Regardless, it is always a good idea to **store jewelry, money, and precious keepsakes elsewhere** while your home is on the market.

Alarms. If vacant, you may want to have an alarm active. You might weigh the costs and benefits of having an alarm. Often agents will trip alarms, which can **spoil a showing**. It is up to you what you are comfortable with.

Notes on showing your home

Whenever possible, **leave the home for scheduled showings**. The goal is that buyers don't think of it as someone else's home, but instead can imagine it as their own home.

If you *must* be present for the showing, follow these tips:

- Avoid having too many people present during showings.
- If you have pets, keep them secure in the backyard during showings.
- Be courteous with the buyer, but remain in the background and do not intrude on their viewing.
- Turn off any music, TVs or electronics that are playing.
- **Do not discuss the price or terms with buyers.** Allow their agent to do their job and keep the transaction completely professional.
- Schedule any other showings with me and my office so that we can monitor who is visiting your homes.

GOAL: Great Impressions

Leave the house! And definitely do not talk to the buyer except for pleasantries. I once had a seller who showed the buyer around the house, and even shared everything that was wrong with the house or that he had repaired himself. No surprise, the buyer made an offer and asked for everything to be fixed that the seller had mentioned. It was a mess.

So that is short and sweet about "A", Accessibility, in the Brian E Adams PACE Marketing Strategy.

CONDITION

Hopefully your home is in great shape. Maybe you're lucky, and all that needs to be done is move out and do the professional cleaning and carpet cleaning. Most sellers, however, have to make some choices, sometimes difficult ones, about what items are worth spending money on, and which are not. That is where having a Realtor by your side can save you \$1000s.

GOAL: Great Impressions

Your home's condition is what will sell it. Market exposure, accessibility and a good price will bring buyers through the door and generate foot traffic. But **the condition of the home is what will close the deal**. Preparing your home's condition is also one of your biggest responsibilities as the seller.

Retail or Wholesale?

"I want to spend money on my next home, not this one!"

It is hard to make the emotional commitment to spend money on a home you are leaving. You will not be there to reap the temporal rewards. But you can reap monetary rewards. This is the point you have to make the decision between selling your home "retail" or "wholesale".

Retail. A home sold at "retail" is in great condition trying to get **100% of the full, fair market value of the home** (also referred to as ARV – After Repair Value). These are also referred to as "turn-key" homes where buyers need to do nothing other than close the deal and start moving in. No renovations, no waiting for new carpet to be installed, no hassles. **The vast majority of buyers are looking for retail homes.** This is the market you want to be in if at all possible. Sometimes it takes an initial investment to get there. A quality Realtor® can help you determine which repairs, upgrades or renovations are worth it, and on which you can save your money. The right repairs will earn you more money at the closing table than they cost you.

Wholesale. These are homes sold "as-is" that DIYers and investors are looking for – a home needing some TLC (Tender Loving Care). Would-be buyers are looking for a home at a discount. Their key word to you as a seller is **DISCOUNT**. Do you want to sell your home at a discount? Of course not.

What other homes on the market sell as-is? Foreclosures. **Selling a home in need of repairs is the same as trying to sell a foreclosure.**

"Instead of paying \$6000 for a new roof, I'll just drop the price \$6000, right?"

The price reduction is not equal to the repair. A \$1200 carpet fix left undone does not mean the price a buyer is willing to pay is going to be \$1200 less. It will probably be several \$1000s less. While rationally, a buyer would be just as well off getting the home for \$1200 less if the carpets only cost \$1200, it

doesn't work that way. Buying a home is an emotional decision. Selling a home is all about **first impressions**, **smells**, **lighting**, and **pleasant feelings**. Muddy and torn carpets do not create great impressions and the kind of enthusiasm that brings offers. Besides, would a buyer rather buy a home move-in ready, or one where they have to order and schedule carpet installation, along with whatever other repairs were left undone?

GOAL: Great Impressions

Evaluate your home on the **5 senses** (well, except taste). A buyer will subconsciously be taking in the smell as they enter – the most powerful sense. The lighting, temperature, traffic noise, an aromas are going to make a home memorable, and sellable.

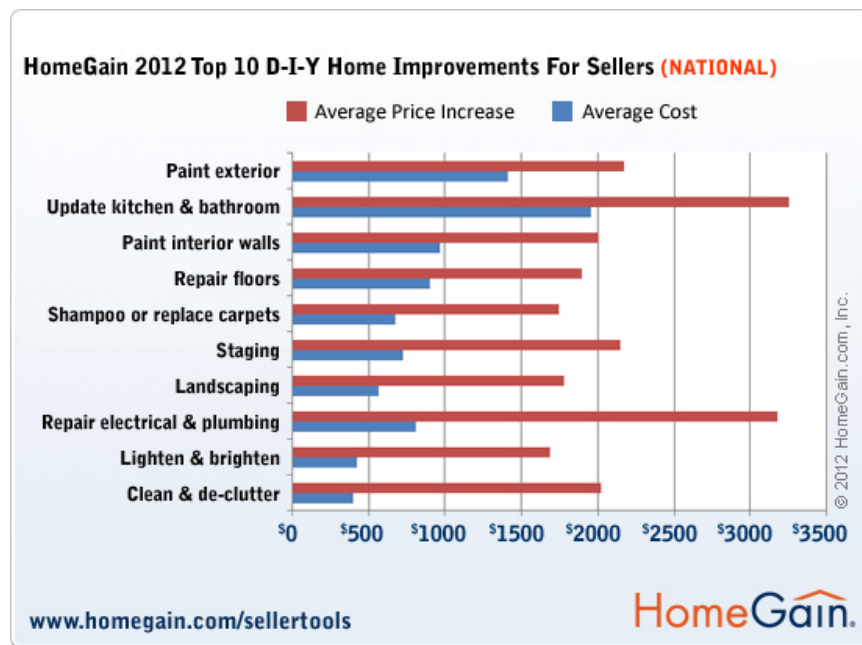
Obviously it is not always an option if you don't have the money available to make price-maximizing repairs. In that case, you will just have to **be realistic about how buyers will see your home**, and perhaps adjust the price accordingly.

Common Necessary Repairs

- Flooring
- Roofing
- Fixing Pet Damage
- Painting
- Upgraded Fixtures
- Landscaping
- Upgrade A/C Unit
- Repairing Pool

Return on Investment

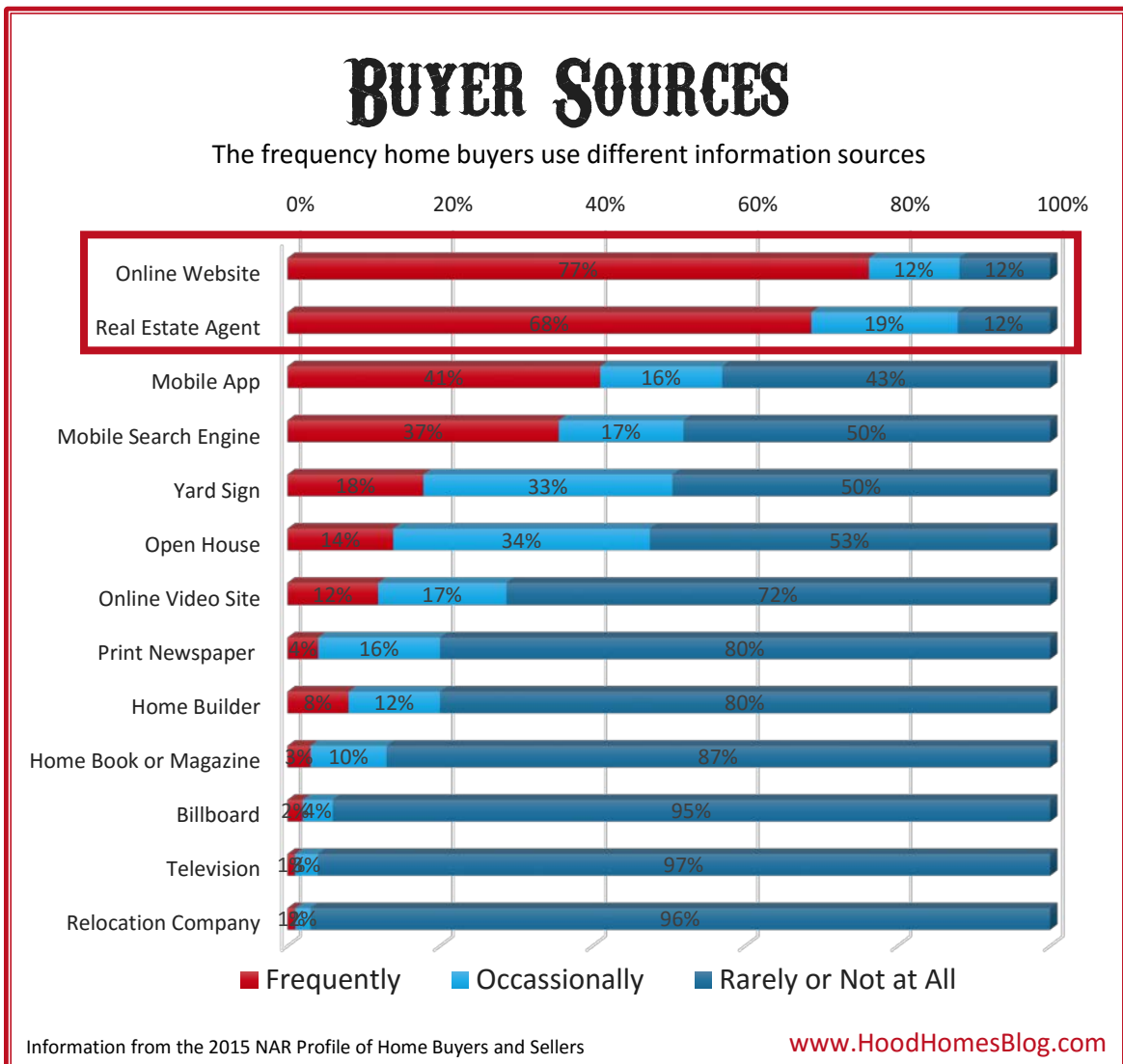
The following graph shows a HomeGain® 2012 national survey evaluating the return on investment (ROI) that sellers can see in the price increase when they make some modest repairs. If your home needs any of the below attention, it is very likely worth the effort and money.



EXPOSURE

The final element of **PACE** is marketing your property and getting it in front of buyer's eyeballs.

That one of our responsibilities as your broker and agent. The chart below shows which methods buyers prefer to use when finding a home and allows us to make educated assessments of where to spend our time finding and marketing your home to buyers. Clearly the two most important sources of buyers are **online marketing** and other **real estate agents**. Both are essential to incorporate into your marketing strategy.



Online Marketing

Most MLS boards or brokerages syndicate listings automatically to many online websites like Realtor.com to ensure your listing is accurately advertised online as widely as possible. The following graphic is an example from Point 2, who is one of the syndication companies that is used in the Fort Hood area. Getting your home on all these websites easily is one of the great benefits of working with an agent.



The Fort Hood Area Association of Realtors (FHAAR) does NOT syndicate to **Zillow and Trulia** anymore, as of 2015. It is important that you have a Realtor who will manually upload and update your listings on these sites, where millions of buyers visit monthly.

Real Estate Agent

The local MLS (Multiple Listing Service) is essentially an advertising source for your property. You are marketing your home to agents in exchange for promising them a commission if they bring the buyer who buys your home. As you can see from the graphic previously, as many people that use the Internet to search for homes also use an agent, so **other agents are an extremely important source of buyer leads**. In addition, buyer's agents bring qualified buyers and help on the other side of the transaction, ensure the road to closing goes smoothly.

Other Marketing Methods

Virtual Tour. These I suppose can be useful, but in my experience “virtual tours” are used to describe simple slideshows of the normal property pictures. Actual, high quality virtual tours (or even short movie quality ads) are more often used with million dollar luxury listings. Proper virtual tours in the Fort Hood Area are scarce to non-existent.

Open House. Open houses are common features to advertising a home. Typically an agent might do one or two open houses for each listing, depending on the listing. Some open houses are geared directly at buyers, though others are geared toward getting other realtors in the home. In the latter kind, several Realtors in a neighborhood might team up, often with a lender catering at one of the homes, to do a “property tour”, where each person who drops by each house (usually 4 or 5) and gets their business card initialed, are entered for a \$50 or \$100 prize drawing. These open house tours are often well attended. (Samantha Jackson at Guild Mortgage is well known for coordinating these in the Fort Hood area).

In addition to raising awareness of your home, open houses are FANTASTIC for getting feedback early. It is a lot better to hear in the first week of your listing that you are overpriced, rather than finding out six months later when you’ve had few showings and no buyers.

Yard Sign. Old school and yet still astonishingly important, playing a factor still for 51% of buyers. The most important element of having a yard sign is simply making your home easy to find when the agent is bringing buyers along!



Timing. A note on the timing – remember all the previous discussion about days on market? We do not want your home to linger on the market, which means we want it to explode on the market. That means not implementing the marketing strategy in piecemeal. The day your listing goes on the MLS will be no sooner than when its pictures are taken, it is show ready, and the same day it gets a yard sign and goes online. That way everything is in place to make a great impression and capture buyers as soon as they are aware of the home.

Mailed Advertisements. Depending on the circumstances and agent, you might even get a “Just Listed” mailing to your neighborhood once you go up on market. These are usually expensive forms of marketing that some agents may be wary of (many are cautious about spending too much money on a deal that may or may not make them money), but can be a splashy way to hit the market. If timed right, the Just Listed postcard or flier will also include the Open House dates.

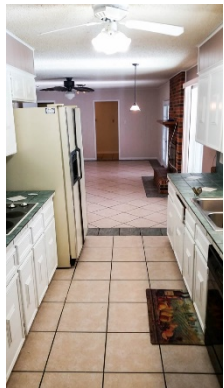
Professional Photos

I am a complete convert to professional photography, and I do it for most of my listings. Here is why. The following are professional photos versus an agent's photos:

GOAL: Great Impressions

Photos are perhaps the most important item after the listing price when marketing a home. Good photos make the difference between a buyer viewing the home or not.

Real Estate Agent



Professional



The particular home shown here sat on the market for over **3 months without an offer**, using the Realtor's photos. After the listing photos were updated with professional photos, it had **multiple offers a week later** and sold for **OVER THE ASKING PRICE. No price drop at all.**

HOW TO SELL YOUR HOME

STEP 1: FIND A REALTOR®

Your first step as a seller should be to:

- ★ select an agent
- ★ **get a market analysis** on your home

These can be done *simultaneously*, as you invite several agents to your home to do an interview, during which they will also present their **listing presentation**, including their market analysis of your home and strategy for selling your home.

Most listing presentations follow the same order:

1. **Agent arrives** at your home
2. Exchange pleasantries and **get to know one another**
3. **Take the agent on a tour** of your home so they can compare it to similar homes that sold in the neighborhood, and also spot things they recommend getting fixed to get top dollar on the market
4. Sit down with the agent to **discuss your circumstances** and what you are trying to achieve (why you're selling, what you still owe on your mortgage)
5. Receive the agent's estimated **fair market value** for your home (See the section of the guide on Price for how I recommend pricing your home)
6. Discuss the agent's strengths and **strategies for selling** your home
7. After you've interviewed the agents you are going to talk to, decide on one and let them know you're ready to get your home listed!

REQUEST A HOME VALUATION

Do you Need a Realtor?

The Internet was supposed to usher the death of the Realtor® as a profession. Just as Orbitz did to [travel agents](#), big sites were going to crush the real estate profession and allow sellers to go straight to the buyer on online real estate portals, getting rid of the “middle man”.

Instead, however, “For Sale By Owners” (FSBOs) have declined to an all-time low (8% of sales in 2015) from a high around 14%.

There is only one reason Realtors® have thrived in the information age: The value they provide to sellers.



When Selling Yourself Makes Sense

Most of the time, using a Realtor® is undoubtedly worth the commission and then some. But there are times it may make sense to go it alone.

You already have a buyer. Of the few FSBO sales in 2015, 36% of sellers personally knew the buyer beforehand (compared to 3% of Realtor® assisted sales). If you own your home, and have already have a friend or family member you've made an agreement with, you may not need a Realtor®. You can pay a Realtor a dramatically reduced fee just to handle paperwork, or just hire a lawyer.

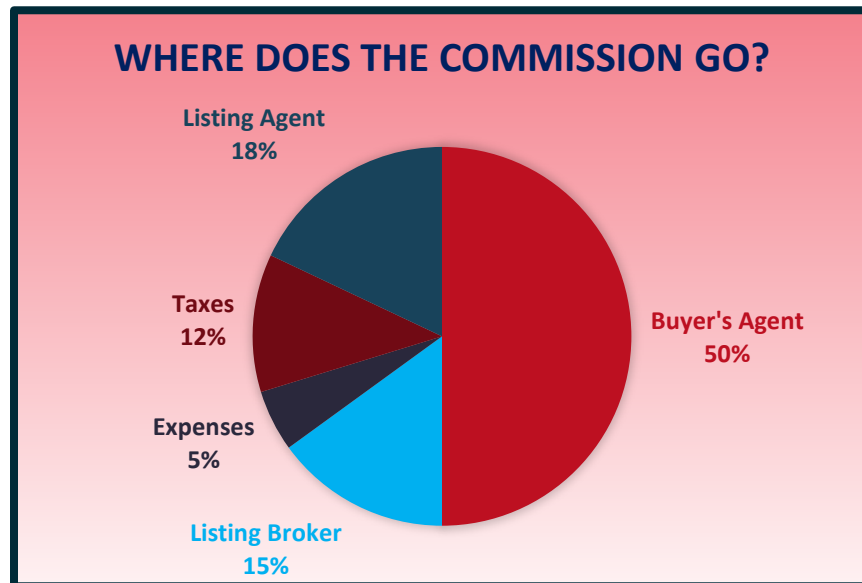
Most For-Sale-By-Owners (FSBOs) ultimately use a Realtor to sell their home (approximately 70%). There are many reasons for why FSBOs fail to sell themselves, but the biggest headwind for sellers who don't use Realtors is that most of their **buyers are using Realtors**. Exposure on the MLS is a critical basic step for sellers.

Your Realtor's Value

- ★ **Fewer Surprises.** An agent can ensure you know what to expect from buyers and from the market.
- ★ **Smooth out Problems.** It seems like every deal has a new and unique wrinkle. Agents have accumulated valuable **experience** solving these countless and diverse real estate problems.
- ★ **Stay Protected.** An agent is a licensed expert at the home selling process and **lends their expertise** to ensure you are protected in the contract.
- ★ **Negotiate Confidently.** Agents have **local knowledge** about what is expected regarding closing costs, home warranties, title policies, surveys and repairs in order to stay competitive. You may be leaving these on the table if you didn't know the seller was ready to give it to you if you had asked.
- ★ **Save Money on Repairs.** Some repairs and cosmetic upgrades are worth your money. Others aren't. An agent can guide you on what upgrades you will get a return on, and which will be a waste of money.
- ★ **Exposure on the MLS.** Approximately 9 in 10 buyers use a buyer's agent. Offering a buyer's agent commission, a requirement to get on the MLS, is an expensive but necessary step to ensure you get your home in front of local agents. Don't exclude 90% of buyers.

Your Realtor's Cost

The Fort Hood area behaves as a buyer's market, meaning it is very **cheap to buy** homes, but very **expensive to sell**. Most of the closing costs fall on sellers in the area. On top of that are the agent commissions. **The seller pays both agent's commissions**, their listing brokerage and the buyer's brokerage. For me personally, that is **usually 6% of the sales price**. The graph below depicts approximately what happens to that money.



6 Criteria to Help Choose an Agent

1. Reviews. Most established agents will have reviews. Somewhere. Their Facebook page, Yelp, Zillow, Trulia. If you can't find any searching online, **ask them where they keep their reviews.** As an agent, it is difficult to please everyone, but enough reviews should paint a picture of their **strengths** as an agent.



2. Designations and Certifications. Agents can earn professional **designations** like GRI, CRS, ABR, ePro, SFR and others. Most of these designations require coursework and regular membership fees. Generally, **designations can be a good clue as to who has invested the most into their job** and profession. Designations I would recommend looking for are the **GRI (Graduate Realtor Institute)** and **CRS (Certified Residential Specialist)**. You may look for other specific designations, like the Short Sales and Foreclosure Resource (SFR) or Seniors Real Estate Specialist (SRES) for specific needs. Most agents will list their designations after their name in their business card or email signature.

3. Experience. Every agent has to start somewhere. But **real estate has a steep learning curve**, and experienced agents are likely to be better prepared and bring more to the table. Experience for agents come not with the number of years, but the **number of transactions**. Ask your agent how many transactions they've done in the past year. In the Fort Hood Area, anywhere from 15-50 (not including teams, who can handle many more transactions) is a typical workload of an engaged agent. If the agent has fewer, find out why. Finally, if they click with you on a lot of other levels and have a **good brokerage with support**, they may still be a good fit for you.

4. Knowledge and Rapport. Interview agents. If you have a few agents you are considering, arrange a time for each to give you their listing presentation at your home. Interviewing them is good way to evaluate both how knowledgeable the agent may be and how well you get along. Also, agents with a strong online or professional presence, perhaps with a **blog** with lots of local information (wink wink!) likely have demonstrated knowledge of the market can be a great find!

5. TREC Violations. The Texas Real Estate Commission (TREC) regulates real estate brokerages and keeps a record of disciplinary actions against agents and brokers. You can search an agent's history **here**. I've met some great agents who have been fined or otherwise disciplined at one point or another, so it is not a fool proof method of evaluating an agent. But it is still good information.

6. Membership in the Local Board of Realtors®. All real estate is local. And so should be your Realtor®. Take a 30 minute drive in any direction and you've entered a completely different and unique real estate market. Most people may not realize it, but there is a different MLS system for every region of Texas. Just in our area, for example, is the Fort Hood Area MLS, the Temple-Belton MLS, and the Austin MLS. Realtors® are seldom a member of more than one or two. **If you are looking in the Fort Hood area, you want an agent who is one of the approximately 400 Realtors® that is a member of the Fort Hood Area Association of Realtors (FHAAR).**

9 Red Flags when Interviewing Realtors®

Beware of any agent if they are doing any of the following things:

Tries to overprice your home. It is called “buying a listing”. It is not buying your house, but rather buying the right to sell it by overpromising on the price you can get. The agent lists the home, waits 3 months to demonstrate that you overpriced the home, gets you to drop the price, sells it and cashes your check. Meanwhile, the silly agent who told you the truth and the fair price to begin with – well, he didn’t get the listing or the check, did he? Be level headed and look through the comps that an agent has provided. Do they justify the price they’re recommending? And no, an agent can’t get your home sold higher than market because they are “just that good”. Interview multiple agents; get multiple price recommendations; tune out the agent who overpromises to get your business.



Says they already have an interested buyer. This is the most annoying to me. Especially if you had an active listing that just expired, you will probably get a call from an agent saying “I have buyers I’m working with who may be interested in your home. Are you still interested in selling?” Who are these buyers who suddenly are only interested in your home now that it is *OFF* the market? Well, anybody. Literally anybody. Anyone at all. What the agent is *actually* saying is that there are millions of people in America who might be interested in your home. Or might not. But the only way to find out is to list your home with this particular agent. It is a slick, cheesy way to get a listing and reveals an agent more interested in tricks than in techniques.

Works part time. Full disclosure – I started real estate as a part time agent. For many, it can be a necessity, trying to knock out the steep learning curve involved with become a competent agent while still actually making money to feed the family. But having done it part time, I know exactly how difficult it can be to serve clients well. Only when I became a full time agent have I had the time and resources to really improve my business and service, and that is a tremendous asset full time agents have over the part time competition.

Discount their commission. This may seem a little self-serving – “Hey, don’t go with another agent who is cheaper than I am”. But it is still a red flag. Agent commissions are negotiable (5%-7% is common). But an agent who too readily discounts their commission (and themselves) should be concerning. I personally charge 6% (3% to the buyer’s agent, 3% to my brokerage) and believe that is a deal for our market and what I provide. I am confident that what I provide in terms of service, peace of mind, and home value is worth that and more.

They are a wimp. Does your house stink? Is your house worth far less than you think it is? Maybe the bedroom your repainted puce is actually hideous? Does your agent have the personal courage to tell you these incredibly important things that can dramatically impact the value of your home? It is difficult for agents, because we don't want to offend our future (hopefully) customers. But you don't want an agent who is afraid to lay down the facts, even when the facts aren't fun.

Can't explain why they're better than the competition. "All Realtors are the same" is a common refrain among home buyers and sellers. And unfortunately, for many agents it's true. Agents may think their job is all the same – get the paper signed, slap it on the MLS and cross your fingers. **Some agents are better.** I will explain later in this guide what I do that I believe is above and beyond the competition. You too should ask your agent a simple question. "How are you better than your competitors?" See if they squirm.

Are a relative. Similar to above, if you think "all Realtors are alike", then you might be inclined to hand off the reins to your friend or nephew who has their license. I would give them the same vetting you would give any other agent. While it might be awkward to use someone other than your friend or family member, it will be no less awkward (and more painful) to do business with them in a deal that falls to pieces.

They're the only one you interviewed. 70% of home sellers only interview one agent. It is pretty astounding – a professional service you are prepared to pay \$1000s to, and yet sellers spend less time considering alternatives than they might spend choosing between restaurants for a \$20 meal. Even if the agent is a referral or the very agent you bought the house with, shopping around will give you a bigger and better picture of what another agent can offer and what to expect from the agent you finally choose.

Gives "guarantees". "We guarantee to sell your home, or we'll buy it!" Yes they will, not at the listing price you agree to but at a dirt cheap price where they'll make money off of you anyway. Most guarantees work like that. A truthful agent will tell you that there are no guarantees in real estate. A good agent will work hard to maximize your home's advantages to get the highest price that the market will allow. But unless the agent themselves is actually going to buy it at the list price, they certainly can't *guarantee* anyone else will.

I would love to be someone you consider to list your home. If you are thinking about selling, please do click the button below to schedule an appointment for me to come visit your home and give you a market analysis and action plan for getting your home sold!

SCHEDULE AN INTERVIEW

The Listing Agreement

Once you've decided on an agent, you will sign a listing agreement with them. The listing agreement spells out the specific terms under which you utilize them as an agent.

Signing a listing agreement creates two main responsibilities, one for you and one for the agent. The agent has a **fiduciary obligation to you** (see more about OLD CAR on the next section). The second responsibility is for you, the seller, to **work exclusively with that agent** for the duration of the agreement (usually 6 - 12 months).



What to Expect from Your Agent

Realtors® have ethical obligations to their clients under the Code of Ethics. These ethical and legal requirements can be broadly distilled into a few basic points using the mnemonic, OLD CAR.

O: Obedience. Your agent must obey your instructions, as long as they do not violate the agents' other ethical responsibilities. An agent is your adviser. They make recommendations, but the decisions are all yours.

L: Loyalty. Loyalty means looking out first for the buyer's best interests, even before the agent's own interests. It means, when negotiating offers, we must passionately advocate for your decisions, even if we personally recommended against them.

D: Disclosure. This responsibility can extend even to people with whom the agent has no official relationship. For example, an agent must disclose known defects to buyers, even if the seller doesn't disclose it. Any material facts an agent is aware of, it is presumed that the client is aware of as well, because it is the agent's responsibility to share that information.

C: Confidentiality. This responsibility extends beyond the duration of the representation agreement into eternity. Anything an agent learns about you as a client – your personal finances, what offer you are willing to accept – is confidential.

A: Accountability. Agents are responsible to keep proper documentation and records, and not commingle any money like earnest money or option fees that are in their possession.

R: Reasonable Care. Your agent has a catchall responsibility to be competent. That means doing basic minimum tasks like preparing market analyses, knowing the market, understanding and correctly filling out paperwork, and accomplishing other basic tasks.

Remember, an agent generally does not have any of the obligations until you are their client. That means having a signed **Buyers Representation Agreement**, so it is a good idea to get those signed as early in the process as you are comfortable.

STEP 2: MAKE THE PLAN

You probably have done most of this step also when interviewing the agent you selected. But it is good to review and make sure everyone is on the same page as you start getting the ball rolling!

Expectation Management

There are a million different situations for every seller, and it is impossible to detail in this short guide a action plan that fits everyone's needs. That is why getting a Realtor is step 1. After talking with you, visiting your home, and preparing a market analysis, a Realtor's job will be to give you the straight talk about what to expect for your house from the market.

The price is the most obvious "expectation management" a Realtor will share. But they will also give you an idea of how long to expect before receiving an offer from the time you list, dependent on the house, neighborhood, season, and host of other factors. The entire process even for the fastest deals still can take 3 months.

The Seller's Estimated Net Proceeds

With the market analysis will be the Seller's Estimate Net Proceeds sheet. This sheet, which every listing agent should have, will estimate the closing costs that you may be accountable for as a seller and what you will get from selling your home – which will be less than the sales price because of all the transaction costs. These costs include not only the Realtor commissions, but title fees, title policy, expected seller concessions, prorated taxes, survey, warranty concessions and more, often accounting for as much as 10% or more of the entire sales price in the Fort Hood area. If you are selling your home for \$180,000, for example, you might only see \$162,000 after these transaction costs are paid.

And that does not account for your mortgage payoff. Early on, you will want to get a mortgage payoff from your bank. You will subtract this number from the estimated net to estimate how much you will get (or owe!) at closing.

Example. On the following page is SFC Tony Romo, a local Fort Hood area seller.

If he sells his home for \$125,000, I estimate about \$16,000 in transaction costs – commissions, seller concessions, fees, etc., that are listed on the left of the page. It even includes estimated buyer requested repairs (\$1200), He also still owes approximately \$78,000 on his mortgage.

$$\$125,000 - \$16,000 - \$78,000 = \text{approximately } \$31,000 \text{ cash due to Tony at closing}$$

Whatever is left in Tony's escrow will be refunded as well. I estimate it is the approximate prorated taxes still due - \$1700 or so – but his lender will have an escrow account statement that will have the accurate number.



TEXAS ASSOCIATION OF REALTORS®
SELLER'S ESTIMATED NET PROCEEDS

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The figures below are estimates. Actual costs and proceeds will vary. Estimates are not guaranteed.

Seller: Tony Romo

Address: 1728 Valley Ranch Rd, Killeen, TX 76540

Anticipated Closing Date: July 21, 2016

Estimated Annual Property Taxes: 2.470 % of sales price = \$ 3,086.88

Estimated Annual Maintenance Fees: \$ _____

Buyer's Anticipated Financing: Conventional VA FHA Assumption Owner CASH

Estimated Costs	
Attorney's Fees / Doc. Prep.	125.00
Brokers' Fees <u>6.000</u> %	7,500.00
Condo. Transfer Fee	
Courier & Express Mail Fees	50.00
Escrow Fee (one-half)	80.00
Prorations*:	
Taxes <i>Prorated for 202 days</i>	1,708.00
Interest (Assumptions)**	
Maintenance Fees	
Assessments	
Rents	
Recording Fees	25.00
Repairs Required by Buyer	1,200.00
Repairs Required by Lender	
Residential Service Contract	450.00
Seller Allowances or FHA/VA Nonallowables (Para. 12)	
Survey Fee	525.00
Tax Certificate Fee	20.00
Title Policy - Owner's	1,013.50
Wiring Fees	
Seller Concessions	3,750.00
Total Estimated Costs	\$16,446.50

Estimated Proceeds to Seller:	
Sales Price	125,000.00
Less Estimated Costs	(16,446.50)
Less Estimated Loan Payoff	(78,266.00)
Estimated Net Proceeds:	\$ 30,287.50

After Closing Refunds	
Estimated Unused Insurance	1,708.00
Estimated Escrow Balance	
Total Estimated Refunds:	1,708.00

Note: Seller may be required to pay some costs directly to the service providers before closing.

* Prorations are calculated through the closing date.
 ** Interest is prorated only in assumption transactions.

Prepared by: **Brian E Adams, Realtor**
 (512) 763 7912

(TAR-1935) 1-2-03

Seller's Initials to acknowledge receipt: _____, _____

Page 1 of 1

StarPointe Realty Central TX, 311 E. Stan Schlueter Loop Killeen, TX 76542
 Phone: (530)990-3984 Fax: Brian Adams

Produced with ZipForm® by zipLogix 18070 Fifteen Mile Road, Fraser, Michigan 48026 www.zipLogix.com

Sellers Net

Other Methods of Selling

Short Sales

What if that number, the “estimated seller’s net”, is negative?

Short Sale if:
You owe more than your mortgage, but must sell or face foreclosure.

Short sales are very poorly named, as they are **anything but short**. What is “short” is the amount of money the bank is getting back versus what is owed. If your seller’s estimated net is negative, and you owe money to sell your home – money you don’t have – it is possible to try to sell your home while the bank accepts less than the total amount due on the payoff.

This is a “short sale”. It *will* damage your credit, though not nearly as badly as a foreclosure would. It is also a very difficult way to sell, because buyers and their agents know that **dealing with short sales and the banks are difficult** and unpleasant. **I recommend avoiding a short sale** unless it is the only thing between you and foreclosure.

Owner Financing

An interesting option for some homes is offering owner financing. **You must own your home free and clear – no mortgage – in order to owner finance**. Instead of the buyer using a lender, you are the lender. Usually it comes with a bigger down payment, 10-25% (which you get), and a higher than market interest rate. It’s almost like renting out your home, without the burden of owning it, and a large upfront payment followed by monthly mortgage payments for 10-30 years.

Offer Owner Finance if:
Your home is worth \$40,000 or less,
OR
You want long term passive income from selling your home, and don’t need all the cash now.

I might recommend offering owner financing if **your home is worth less than \$40,000**, because most banks will not lend below that amount. There are loan originators who can help guide the process as well as credit check buyers. Buyers might not be able to qualify for a traditional mortgage for reasons not related to their credit worthiness.

Loan Assumption

These are not common now, but will be **when mortgage rates go back up**. Instead of getting a brand new mortgage, a buyer can “assume” your loan. They can get a second, smaller loan to cover the rest of cost of the house. There is little reason not to offer this to buyers if they are interested unless you have a VA loan. VA loans can be assumed, but your full entitlement won’t be restored until the buyer pays off the loan (which might be okay, as you can buy up to two homes with a VA loan, anyway).

Offer Loan Assumption if:
You have a good rate on your loan and won’t need more VA entitlement (if applicable).

STEP 3: PREPARE

After the listing agreement is signed, things are just getting started. When your home hits the market, it has to hit *hard*. That means 100% as-perfect-as-it's-gonna-get ready. Clean, fixed up, ready for perfect pictures that are going to get buyers into your home.

Repairs

You will want to get repairs completed before going live, on the market. Recall the previous section on selling “retail versus wholesale”. If your mentality is that you will wait until you have a buyer to fix things, then the odds of your getting a buyer are greatly reduced.

Rules for Showing when Occupied

If you are living in your home while it is on the market, there are a few rules when it comes to staging your home:

- ★ The only thing on the floor is furniture. Humidifiers, toys, magazines,
- ★ De-personalize your home
- ★ The garage is your storage

Pets. It can be even more difficult to sell your home if you have pets. Depending on the pet, there are a variety of solutions, but the best is to take the pets with you when you leave the home during showings.

Rules for Showing when Vacant

Selling your vacant is ideal! But it also means you need to plan ahead to keep the property well maintained while on the market.

Schedule Maintenance. If the home is going to be vacant while on the market, you will need to schedule maintenance items like the following:

- ★ Regularly scheduled lawn care
- ★ Pool maintenance/cleaning
- ★ Professional Cleaning – if on the market more than a couple of months, it may be necessary to order another cleaning every 3 months or so. A buyer might also request a final, professional cleaning before closing.
- ★ Carpet Cleaning

GOAL: Great Impressions

Remember you are trying to appeal to the 5 senses, so **having the electricity on is critical**. A well-lit home with a comfortable temperature and air freshener plugins working overtime will give your home a great feel.

- ★ Utilities (recommend keeping on, and *must* be turned on anyway when under contract w/ a buyer)

You will want to have all these items completed within a few days of picture day. You want the listing photos to look pristine!

You might also **consider ordering a home warranty** if you do not already have one. These are very affordable for while it is on the market, and will protect you if there are major expenses that come up suddenly or during a buyer’s inspection.



Examples of home warranties are **American Home Shield** or **Old Republic**. I personally most often recommend Old Republic.



Property Insurance

Keep property insurance on your home! If you still have a mortgage, it is a requirement to keep property insurance on your home anyway. If you don’t have a mortgage, and don’t have property insurance already, get it. A few months at **\$100 or so a month is a cheap price to pay** to be covered in the event of a hailstorm, fire, or other wildly expensive calamity.

For property insurance, I often recommend trying **Texas Farm Bureau**.



Request a CLUE Report. You should request a Casualty Loss Underwriting Exchange (CLUE) report. This report contains all the insurance claims that have been made on the property for the past seven years. Here is an example from my own fourplex for a hail damage claim I made in 2014:

GOAL: Leveraged Negotiations
 Showing buyers either a clean history or that issues have been resolved with a CLUE report helps them feel even better about your home!

PAYMENTS BY CLAIM TYPE

<i>Amount</i>	<i>Type</i>	<i>Status</i>
\$11,917 - Hail		Status: CLOSED

STEP 5: GET LISTED

This is a short section, because this is not your job as the home seller! It's your Realtor's.

MLS

Your agent's first task will be uploading your home to the local MLS (FHAAR® for the Killeen area, TBBOR® for Temple/Belton, and ABOR® for Austin, including Williamson County). Your home can be on more than one MLS, however **be sure it is on the local MLS where your home is located**. Otherwise, agents in that area won't know about it. I often run into homes in Killeen that are only listed on TBBOR. Killeen agents don't even know they're for sale!

Ask your agent for a printout of the MLS listing and pictures when they're complete, so you can verify and approve the information.

Online Portals

The Fort Hood MLS automatically sends and updates listings on many national online sites like Realtor.com, Hot Pads, and others. But there are **two major exceptions** – Zillow and Trulia.



I've written **elsewhere** about why this is, but what is important to you as a seller is that your home gets on these high traffic websites (Zillow is the 27th most visited website in America and **#1 most visited real estate site**). Your Realtor will have to manually upload your listing to Zillow. **Make sure they do it!**

Paid Advertising

This would also be the time for paid advertising. Most homes, for example, I will advertise the virtual tour on a Facebook ad campaign (where the video begins auto-playing on timelines), custom targeted to Facebook's **"likely to move"** audience. **A standard campaign reaches 3,000-5,000 people** on Facebook, can be shared, and is a great marketing tool.



STEP 6: SHOW BUYERS

What to Expect

Your home is for sale and live! When will you hear from your first buyer?

It depends a lot on your home. Generally, **the higher your home's price, the longer it might take to find a buyer**. For example, in 2015, 482 homes sold in the Fort Hood area between \$75,000 and \$100,000, or over 40 a month. However only 112 sold between \$250,000 and \$275,000, for fewer than 10 a month. That means a well-priced and marketed home in the \$75-\$100k range has nearly 4 times the potential buyer pool that a \$250-\$275k home has. More expensive homes may just need to be more patient.

It usually is a few days before you'll hear anything, even on "hot" homes. For most homes, if it meets all the elements of the PACE strategy, I would **hope to have several showings scheduled within a week** of its hitting the market.

Open House

For many homes, it's a great idea to have an open house within a week or two of its entering the market, but **not for the reason you may think**. On HGTV, buyers come in all the time to open houses and talk about making offers and buying it. In my experience, that is completely fake. **I have never yet had an open house visitor buy a house.**

That's okay, because the best reason for an open house is to **get feedback**. If there is something wrong with our price or the home, we want to know as early in the process as possible, and cannot wait for feedback from one-sy and two-sy visits. We want to get people in the door and get their thoughts on the home. That includes other Realtors. In fact, many agents host Realtor open houses designed for other Realtors, not necessarily buyers, just so they can get well-informed feedback from other, local real estate professionals.

I don't ask visitors and Realtors whether they think the price is high. Many say "the price is great!" because they don't want to be confrontational. Instead, I don't even tell them the price. I ask "what do you think it's price should be?". That is a far more helpful question to getting honest feedback. Obviously not everyone knows what they're talking about when they come up with prices, but it still helps get a feel for your buyer's and their agents' expectations of your home.

ShowingTime™

For most owner occupied listings, I use a service called ShowingTime™ that helps schedule and coordinate showings. Instead of every agent calling me when they want to see the home, they call ShowingTime™. I am not always available if in an appointment or if it is at night (ShowingTime™ is 24/7). It is important to be as responsive as possible to showing requests, and this service will then call you, the owner, to confirm that the showing time is okay (only during hours that we specify – they won't call you at 1 AM).



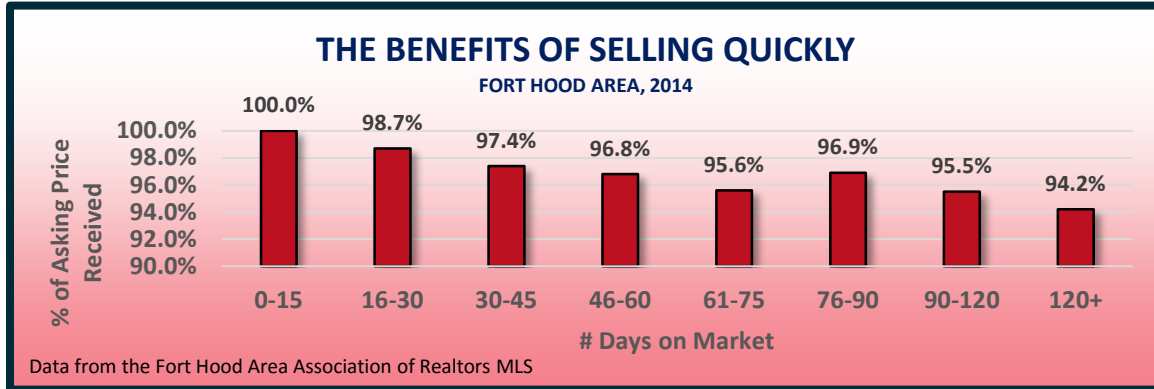
Supra

Remember when discussing Accessibility in the PACE plan when I mentioned that the lockbox keeps track of who shows the home when? This is more helpful than just security concerns. It also means I can hunt down agents who have shown the home for **feedback**. Just like the purpose of open houses, getting feedback from each showing is important to develop a picture of what the market for your home is doing.

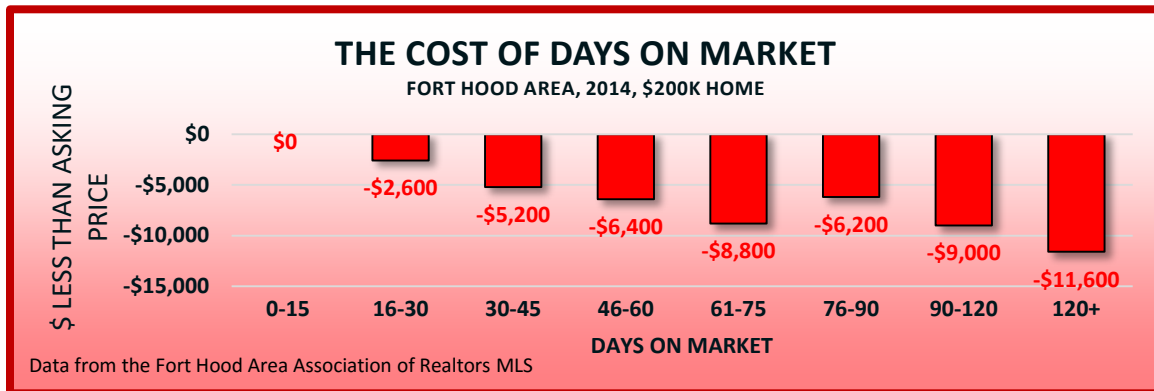


Days on Market

Getting all this feedback is important, because you want to make adjustments early. The longer you home is on the market, the worse it is on the buyer's perception of your home.



The next graph takes the above numbers and translates it into dollars lost for a \$200,000 home.



Making Adjustments

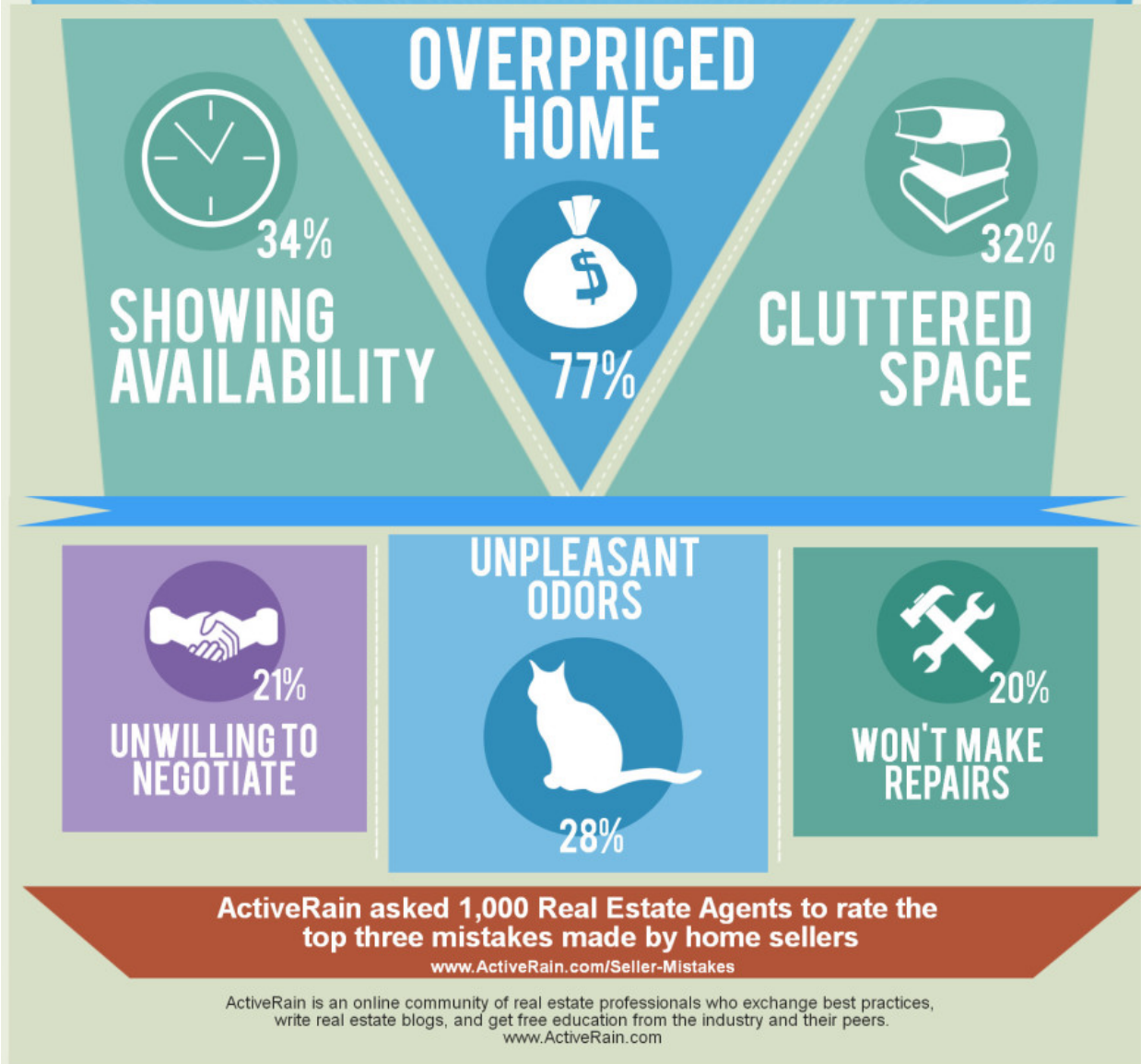
The first adjustments should be based on the feedback you get. Take the consensus feedback, talk to your agent about addressing buyers' and agents' concerns.

Lots of showings, no offers. This problem suggests a problem with the Condition in the PACE model. A good price, with good marketing that gets people in the door, but the home fails to sell it.

Few showings. This problem suggests either a problem with the price or marketing. Your home is not making buyers' top 10 shopping list when they go out on their Saturdays home viewing. Not good!

GOAL: Great Impressions
Make adjustments early and quickly.
 The longer your home is on the market, the poorer impression it makes on buyers and their agents. They'll think they can get "a deal".

BIGGEST HOME SELLER MISTAKES



STEP 7: RECEIVE AND NEGOTIATE AN OFFER

Note: The offer, process, paperwork, and negotiating is a huge subject with countless angles, tips and tricks that depend on your situation and the market conditions. It cannot be covered adequately here. Your agent will be able to explain and advise throughout this process.

Hurray! An offer! And that is always a good thing. Even if it is not an offer we ultimately accept, it means we are probably doing at least a few things right and close to where we need to be.



Main Parts of an Offer

So what are you looking for in an offer as a seller? It's much more than just the price.

Price. But the price is a big part! Full price offers are rare in the Fort Hood market unless you're in a multiple offer situation. That doesn't mean you have to accept less than full price. Each offer should be evaluated case by case.

Financing Type. Is it cash, a VA loan, conventional, or...? Cash is always preferred. No lender to mess up the deal! Cash buyers also tend to ask for FAR less in closing costs than financed buyers. In multiple

offers, it may be the case you accept a cash deal even though the price is less than another offer because your *net* is still better than a financed deal. Other loan types may have implications, too. For example, VA loans may have more lender required repairs than a conventional, if your home is still in need of some work.

Closing Date. The seller generally wants to close as soon as possible, while the buyer wants to close as soon as *practical*. The lender will be the main factor, as their portion of the process takes the longest. For most deals I would plan out 6 weeks for a closing with financing, and two weeks for cash deals.

Earnest Money. Just how it sounds, earnest money is proof that the buyer is “earnest” and serious about the home by putting some skin in the game early. Earnest money must be deposited by the buyer within two days of agreeing to a contract, and is held by the title company in Texas. **The money is refunded to the buyer at closing or if the buyer backs out for a legitimate reason** allowed in the contract. If the buyer defaults on the contract, the seller gets to keep it. **\$500 - \$1000** is a fairly common earnest money amount in the Fort Hood area. In hot seller markets like Austin, it can be several thousand dollars.

Closing Costs. Closing costs does not refer to the down payment, but rather things like the loan origination fee, title fees, lawyer fees, etc. Separately, there is the survey (about \$600) and who pays the owner’s title policy (about \$500-\$1500). In the Fort Hood market, it is common for the seller to contribute toward closing costs – sometimes all of them – and pay for the owner’s title policy and survey. You can reuse the survey from when you bought your home. If you can’t find it, it is possible a title company in the area has it, saving you \$600 or so.

Repairs. Usually an initial offer is “as-is”, no repairs requested. However, the buyer is just planning on inspecting the home during the option period and has the option to request repairs then.

Option Period. The option period is usually one or two weeks and is **the unrestricted right for the buyer to just walk away**. The option period is designed for the buyer to do inspections and determine that they are comfortable moving forward with the deal. With the option period is the option fee which pays for the right to have an option period. The fee is negotiable and paid directly to the seller as soon as the contract is agreed. **\$50-\$100** is common for the Fort Hood area. Unlike earnest money, the fee is *only* refundable if the buyer closes. Once the option period is over, the buyer’s opportunities to break the contract legally are far fewer.

Other Parts. There are a lot of parts – title commitment objections, final lender approval timelines, exclusions, protections against interest rate spikes, and so much more that cannot all be included here. Have your agent walk you through the contract and **be sure you are comfortable before signing**.

Buyer Preapproval. This is not part of the contact, but you’ll want to see the buyer’s preapproval letter from a lender before accepting an offer. This letter demonstrates their likely **ability to actually get financing and close**. For cash buyers, you will want to see a “proof-of-funds”, usually as simple as a bank account statement with account numbers blacked out.



The Contract

The contract you use depends on the type of deal you are doing. The most common sales contract and the only one some agents have ever used is the **1-4 Family Residential Contract (Resale)**. There are separate contracts for commercial property, “farm and ranch” properties, new homes and condos.

Negotiating

The seller can do any of three things when they receive an offer:

★ **Accept**

★ **Counter**

★ **Ignore**

That’s right – you don’t have to accept or even counter anything. The seller is under no obligation to sell his or her home until they sign the contract to do so. If not accepting an offer outright, I recommend always countering an offer, even if it is just to say “no – the listing price and terms stand as-is”.

Importantly, unlike buyers, the seller has NO way out of a contract once they’ve signed it. Buyers have lots of little items during their due diligence that can trigger a clause in the contract allowing them to walk away. You as the seller have no such clauses. When you accept and sign an offer, **you are agreeing to sell your home, and cannot turn back on that decision**. Be sure it is a deal you are satisfied with.

Multiple Offer Situations. Cha-ching! Multiple, simultaneous offers are not common in the Fort Hood area, but they are great situations to be in for a seller. **If your home is priced and marketed superbly, there is a chance multiple buyers will make offers.**

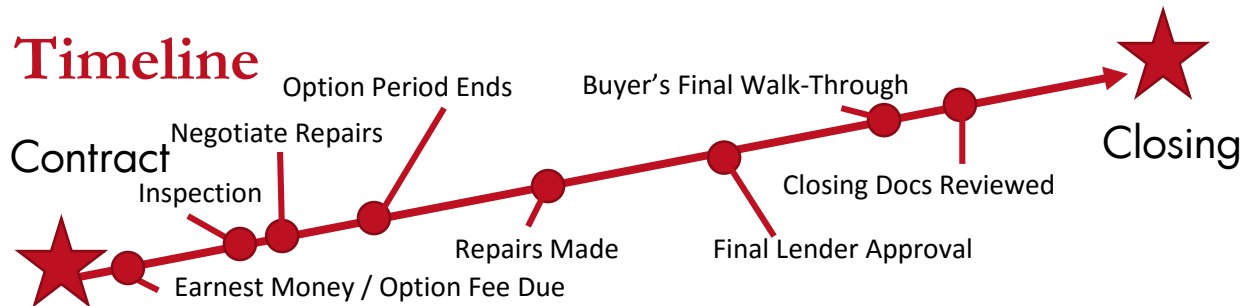
GOAL: Leveraged Negotiations

This is why it is extra important to hit the market hard with all the right elements of PACE in place. If you can quickly attract a lot of positive attention, it can pay off with multiple offers!

Usually you and your agent will invite all the buyers’ agents to submit a “highest and best” offer. Buyers will not know what the other offers are – that is confidential. They are in the dark. All they know is someone else is interested, and if they want your home, they had better bring a great offer for you. It is like a blind auction. These situations often end in **sales prices above the listing price**.

STEP 8: GET TO CLOSING

Timeline



Once both parties have signed the contract and received copies, the contract is “executed” and official. At that point, **the buyer will submit the earnest money to the title company and the option fee to the seller.** The seller can cash the option fee and do whatever they like with it – if it is refundable at closing, it can be refunded on the closing statement.

We’re not in the clear yet. The **biggest hurdle to getting to closing** is the buyer’s inspection and subsequent negotiations.

Inspection

Buyers do not have to have an inspection. But 99% will. The cost of any inspection is entirely on the buyer. Except for lender required inspections like the pest inspection, **all inspections will be out-of-pocket costs** to the buyer. **The contract allows the buyer and licensed professionals to access the property** to conduct these inspections.

Types of Inspections

- ★ Pest and Termites
- ★ Chimney
- ★ Electrical
- ★ General Inspection
- ★ HVAC
- ★ Lead Based Paint
- ★ Foundation
- ★ Roof
- ★ Septic
- ★ Mold
- ★ Well
- ★ Asbestos



Seller’s Disclosure. Usually the owner will be required by law to give you a seller’s disclosure (except for foreclosures and multi-family homes). The seller fills out facts about the property and any deficiencies they are aware of. **Seller’s disclosures aren’t very useful**, however, either because the seller may be ignorant of issues with the property or because there are few repercussions to keep them honest. **Do your own due diligence.**

GOAL: Leveraged Negotiations
If you offer the buyer a lot of information up front – CLUE reports, previous inspection reports, honest seller disclosures, insurance adjuster reports – and buyers

Renegotiating after Inspections

Probably 9/10 times, the buyer will request the seller make some repairs after the inspection. Just expect it.

The seller is not required to negotiate,

however. Nor are they bound to fix anything they didn't already agree to in the original contract. The buyer's leverage is their ability to walk away if the seller doesn't, as long as the buyer is still in their option period. This is where negotiating resumes. Hopefully you fixed most items before getting listed. But I recommend that you **budget beforehand for some unexpected repairs** to be made. Hopefully you won't need to, but it will be handy if you are prepared if a small repair is the difference between closing or not.

GOAL: Leveraged Negotiations

Making any repairs before hitting the market doesn't just help your home sell faster, but it means less renegotiating after the buyer's inspection – or perhaps none at all.

The most common amendments are those asking the seller to make repairs. Other amendments might **extend the option period** if you need more time (for another option fee), **extend the closing date**, or **change the price**, for example. Any new agreements will be written and signed on an amendment.

Escrowing Repairs. The seller is **not allowed to give the buyer an "allowance" for a repair**, even something simple like new carpets. When a lender sees "allowance", all they see is cash in the buyer's pocket while the home – their loan collateral – has a problem with it that the buyer may or may not fix. That is where escrowed repairs come in.

If there are major issues with the home like the roof's needing to be replaced, you can escrow that amount at closing. The title company will set aside an amount from the seller's funds earmarked for the specified vendor (like a roofer), based on a quote. Then, after closing, the roofer will do the job and get paid directly by the title company. Any difference will be refunded to you at the end. The advantages are:

- ★ The seller doesn't have to come out of pocket to make the repairs
- ★ The repairs won't hold up closing because they are being done after closing
- ★ The lender knows that the money is going to go toward the repairs and not just pocketed

Title Commitment

The title company has two primary, mostly unrelated jobs.

1. Act as the **escrow officer** – holding onto everyone's money and disbursing it at closing, and:
2. Create the **title commitment** and **title insurance** for the property.

The title commitment is a form of inspection. The title company ensures that you actually own the property, and can sell it. If the title company makes a mistake (extremely rare), they buyer will have title insurance protecting them. **The seller must resolve problems with the title** (e.g. tax lien, city lawn mowing lien, etc.), or the buyer can walk.

Appraisal

A buyer's lender is going to do their own due diligence in the form of an appraisal,

This mostly protects the lender against funny business, like offering more than the home is worth in a side deal to get cash back from the seller. **A lender will only loan up to what the home is worth – not more.**

“My home appraised for more than the price! I’ve sold it for less than it’s worth! I’ve been cheated!”

I’ve heard of sellers who were flabbergasted when the appraisal comes in above the price they agreed to with the buyer. They blame their Realtor, thinking somehow they’ve sold their home for less than it is worth. Probably 99% of homes appraise at or slightly higher than the sales price. And that’s a good thing.

You want the home to appraise for at or more than the sale price!

Why? If the home does not appraise, there are three options:

1. The seller agrees to **drop the price** to the appraised value
2. The buyer agrees to **come up with cash for the difference** between appraisal and contract price
3. Nobody agrees and the **contract is terminated** (buyer gets the earnest money back)

This is also why you want to **be careful not to over-improve your home** before selling. It is possible some of the improvements you put into your home won't have value in an appraiser's eyes and not add value to the house. Even if we find a willing buyer at a price way over the market value, if the home does not appraise, we may have to compromise on the price anyway. That is why you should talk to a Realtor like me early to get a feel for what improvements are worthwhile and which ones you can save your money on.

Lender Required Repairs. You may have already negotiated repairs with the buyer, but in some case the lender may require repairs. The VA loan in particular has some of the more strict home requirements. This will come up after the appraisal, and generally are repairs that either must be completed by the seller or the buyer cannot buy the home.

Terminating a Contract

The buyer *can* terminate the contract. **The seller *cannot* terminate a contract.**

Also, if the buyer terminates a contract – **the seller doesn't have to agree to it.**

There are 20+ reasons in the contract a buyer can terminate legitimately. Most common is issues with the inspection. As long as it is a legitimate termination, **the buyer will get their earnest money back** (not their option fee, however). With the termination notice, the buyer will send a Release of Earnest Money form. The seller will sign this form, acknowledging the termination is for a valid reason in the contract, and the title company will return the buyer's earnest money.

If the buyer is terminating after the option period and **without a valid reason, the seller may retain the earnest money.** This does not happen often, and is likely to be a contentious situation with the buyer.

Hopefully, by following the PACE principles, you will not have issues with buyers terminating, or, if they do, no issues finding a new buyer when back on the market!

STEP 9: CLOSE

What to bring to closing

- Your spouse
- IDs
- *If owing money:* Certified check, wire or money order for the amount due (made out to the title company)
- *If receiving money:* Account info for wiring instructions (if you prefer a wire instead of a check)
- Any Documents as Required (e.g. power of attorney (POA))

Even if not on the title, Texas is a community property state, and your spouse will likely have to sign documents.

You should receive a draft of the Closing Document (CD) (if the buyer is using a lender) or HUD-1 (if the buyer is paying cash) at least **three days before closing** to review numbers. Both documents will include the **amount that you either owe or are due at closing**. Your Realtor® will also double check the numbers on the CD to ensure it accurately reflects the contract.

What to expect at closing

You and your spouse will come into the title office, sit down in a conference room with the title agent and your Realtor®, and start signing! Some title companies have the seller and buyer both present at the same time (though they sign at separate times), though in my opinion it is better that the seller and buyer do not meet if possible. The closing usually takes about **30 minutes for seller**.

Funding

The home does not officially close just because you and the buyer have signed everything. Only **once the deal “funds” is it finally official**. Funding is when the money comes in (usually from the lender) and the title company can start writing checks. Usually that happens the same day a few hours after everyone signs. But **if you close late on a Friday, it is possible it won't fund until the next business day, Monday**, which means you haven't sold the house for another couple days.

CONGRATULATIONS!
YOU HAVE SOLD YOUR HOME!

Recommended Moving Companies



(254) 213-5139



(800) 403-9764

Your Escrow Refund

After closing, your loan has been paid off! However your lender still likely has an escrow fund where they held your estimated property tax and insurance payments. You don't have property taxes and insurance payments anymore! At least not for this home. This escrow money is yours. Check with your lender – you should receive a check for this money within a few weeks of closing. Depending on the time of year, this amount can range from \$0 to a few thousand dollars.

Spread the Joy!

You've sold your home!

Whether it's your first or your hundredth, hopefully it was a great experience and a great fit for you and your family!

Did you have a quality agent? **Be sure to give your agent a good review!** Ask them what website they'd like the review on, and help them grow their business and bring in new customers!

Click the icons below for some of the locations you can review www.HoodHomesBlog.com (even if it's just to say how much you like my Home Seller Guide!)



MARKET

Inventory

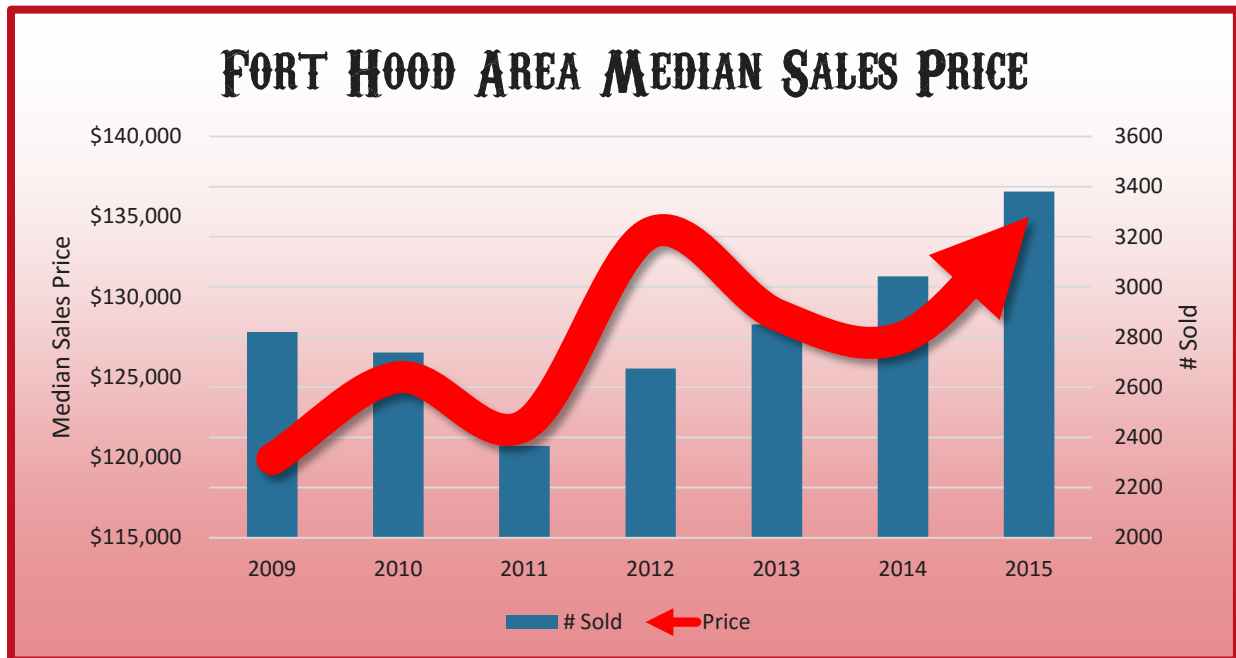
If no more homes came onto the market, how many months until everything currently listed on the market was bought? That is called “inventory”, or the absorption rate. **6 months’ inventory is a neutral market. More is a buyer’s market. Less is a seller’s market.**

5.3 MONTHS

Inventory as of 1/1/16

Median Fort Hood Sale Price

\$135,000



Median List to Sell Ratio

What percent of the original list price do homes usually sell for? Foreclosures actually sell closer to the original list price because their price usually is already dramatically discounted.

96.7%

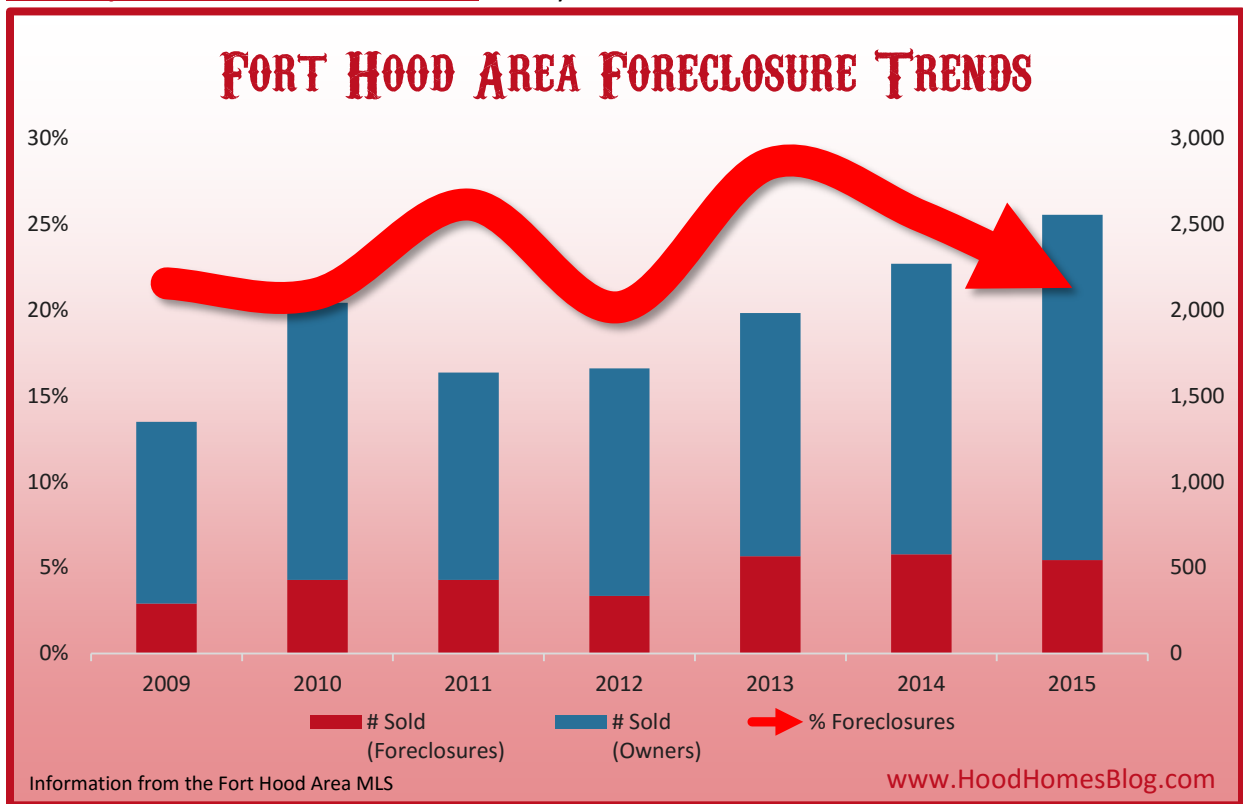
Owners, 2015

98.0%

Foreclosures, 2015

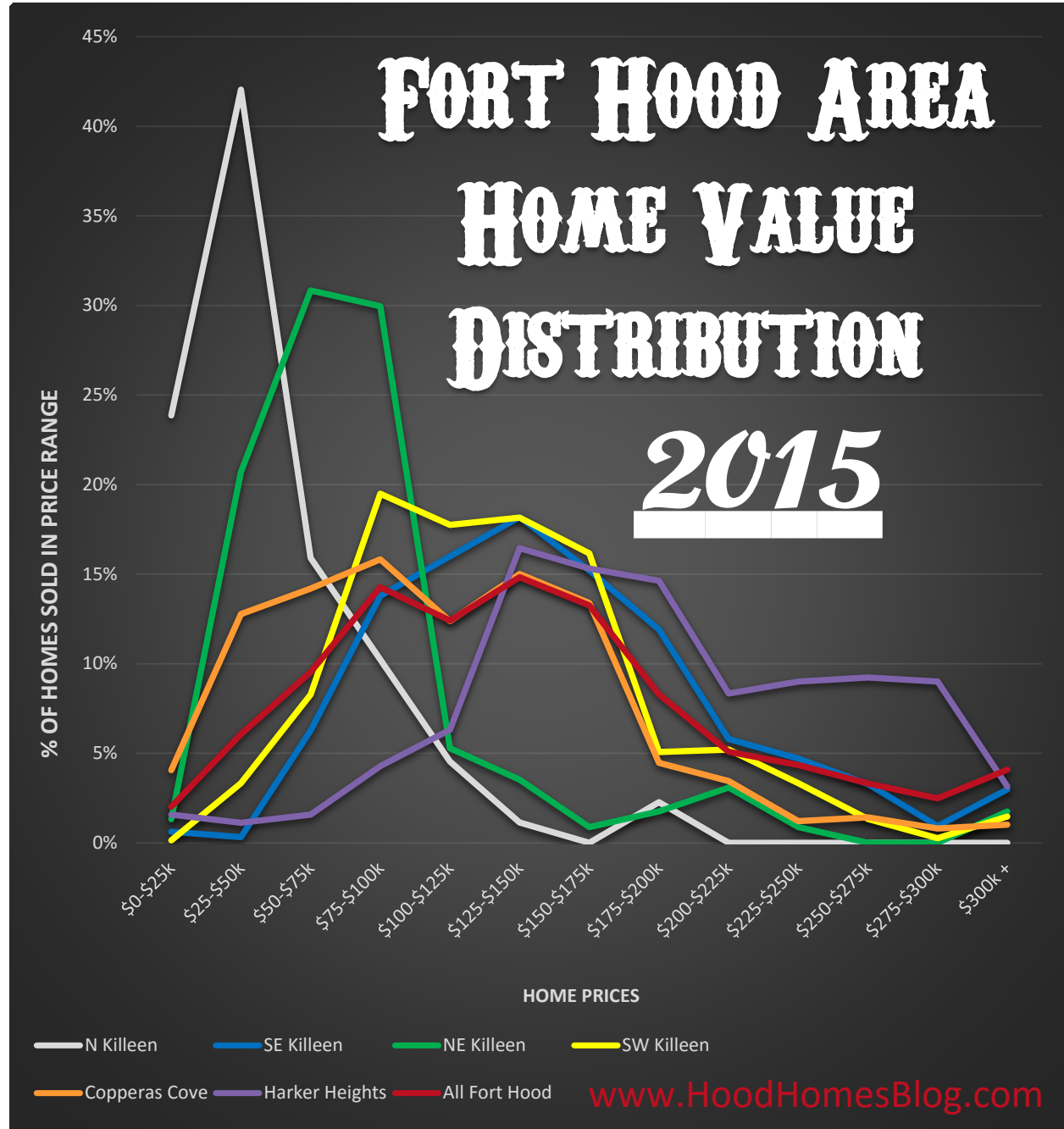
Foreclosure Trends

Foreclosures are a staple of the Fort Hood market even in health times because the prevalence of the VA loan puts homeowners underwater on Day 1 and can result in foreclosure.



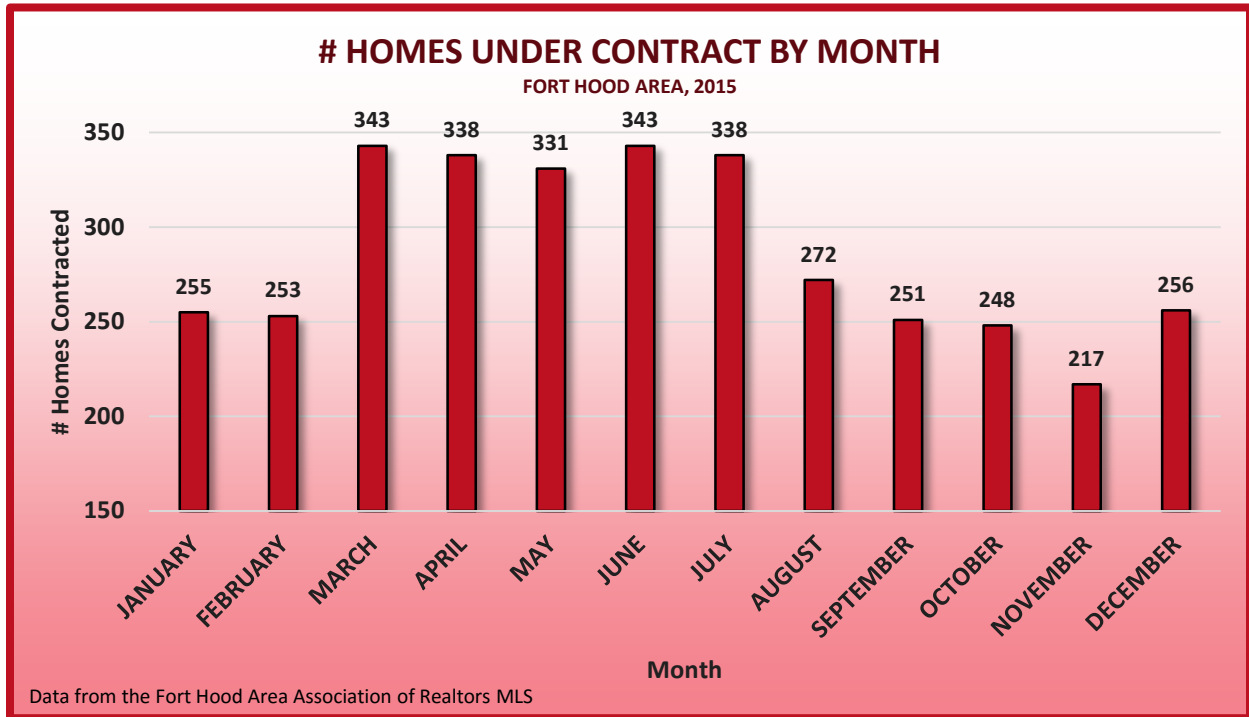
Geographic Home Value Distribution

The chart below shows, by region, the percentage of homes sold in each \$25,000 price range. For example, over 40% of homes sold in N Killeen (76541) were between \$25,000 and \$50,000. Using this graph **you can grasp what kind of price ranges comprise each market**. Killeen is divided by ZIP Code.



Market Seasonality

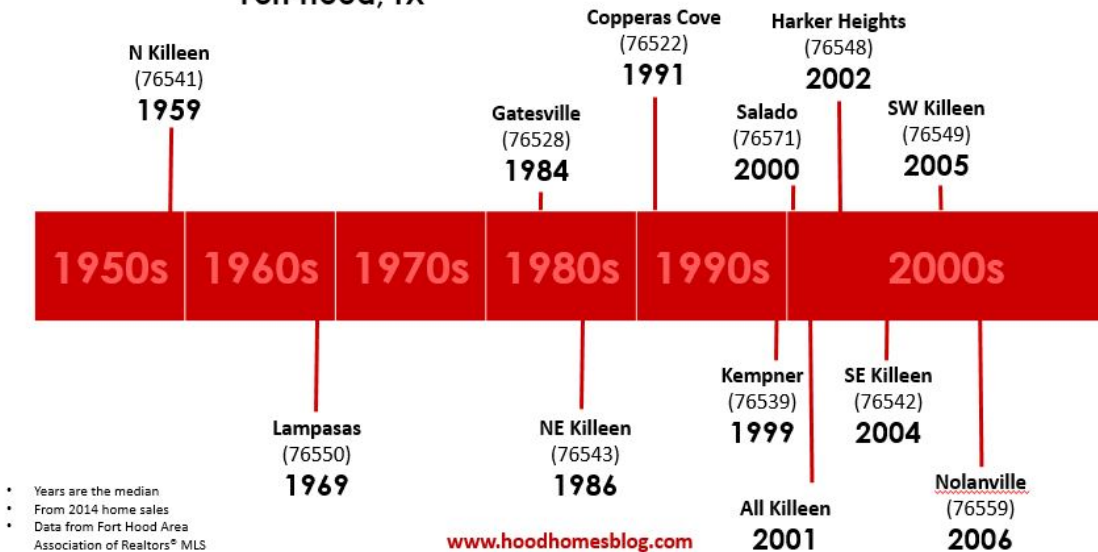
March – July are hot months for homes going under contract – good for sellers.



Age of Homes

With the immense population growth since 2001, there has been a lot of building in the Fort Hood market, meaning **new and newer homes are easy to find**.

Average Year Homes Were Built Fort Hood, TX

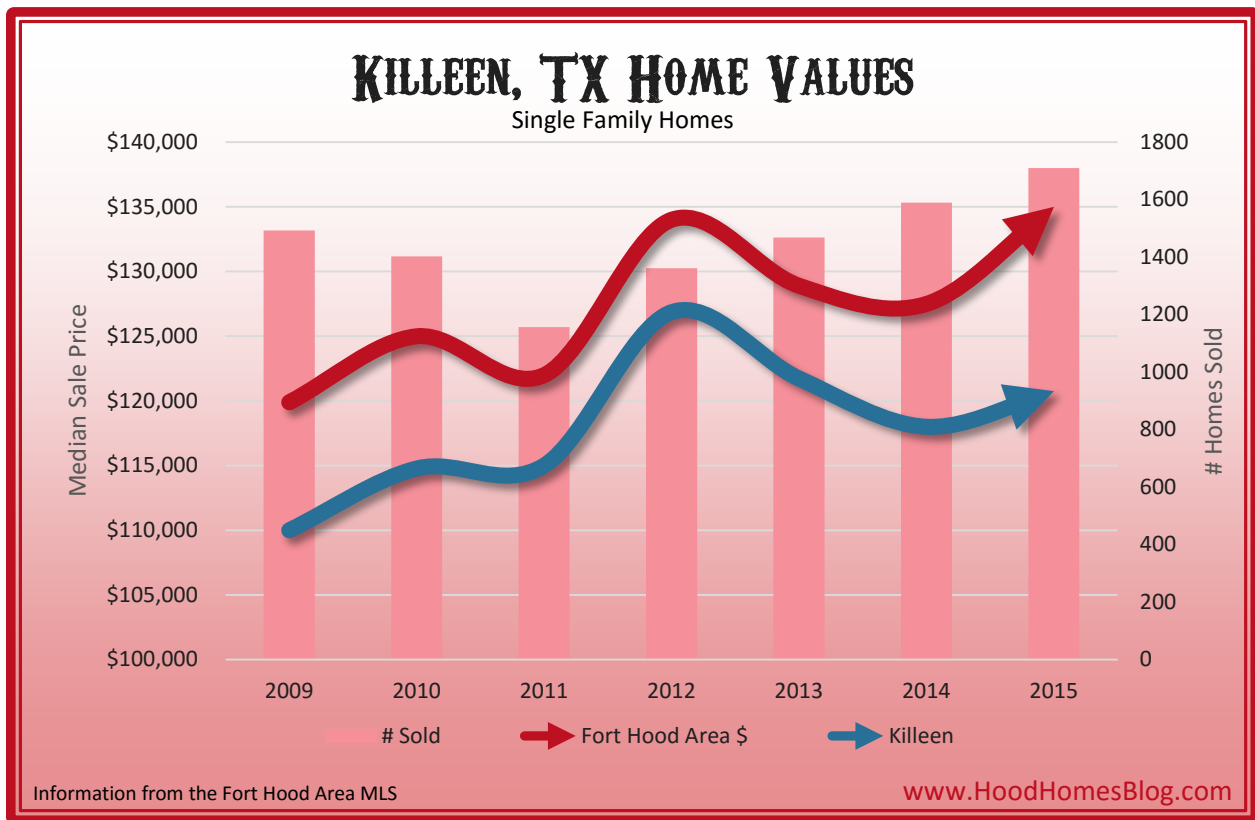


KILLEEN

Killeen is by far the largest city surrounding Fort Hood. Its population exploded since the War on Terror in 2001, when it was a mere 80,000. Now over 130,000, it is **the largest city between Dallas and Austin** – larger even than Waco. Even with all that growth, **home values during that time have been flat**, keeping pace with inflation. Many attribute this to the **ample new building** that has been taken place during that time, generating an ample supply of inventory to keep up with the housing demand.

Like the rest of Texas, **Killeen survived the 2008 housing crash relatively unscathed** because home values had not climbed anywhere near as dramatically as they had in places like Florida, California and Nevada.

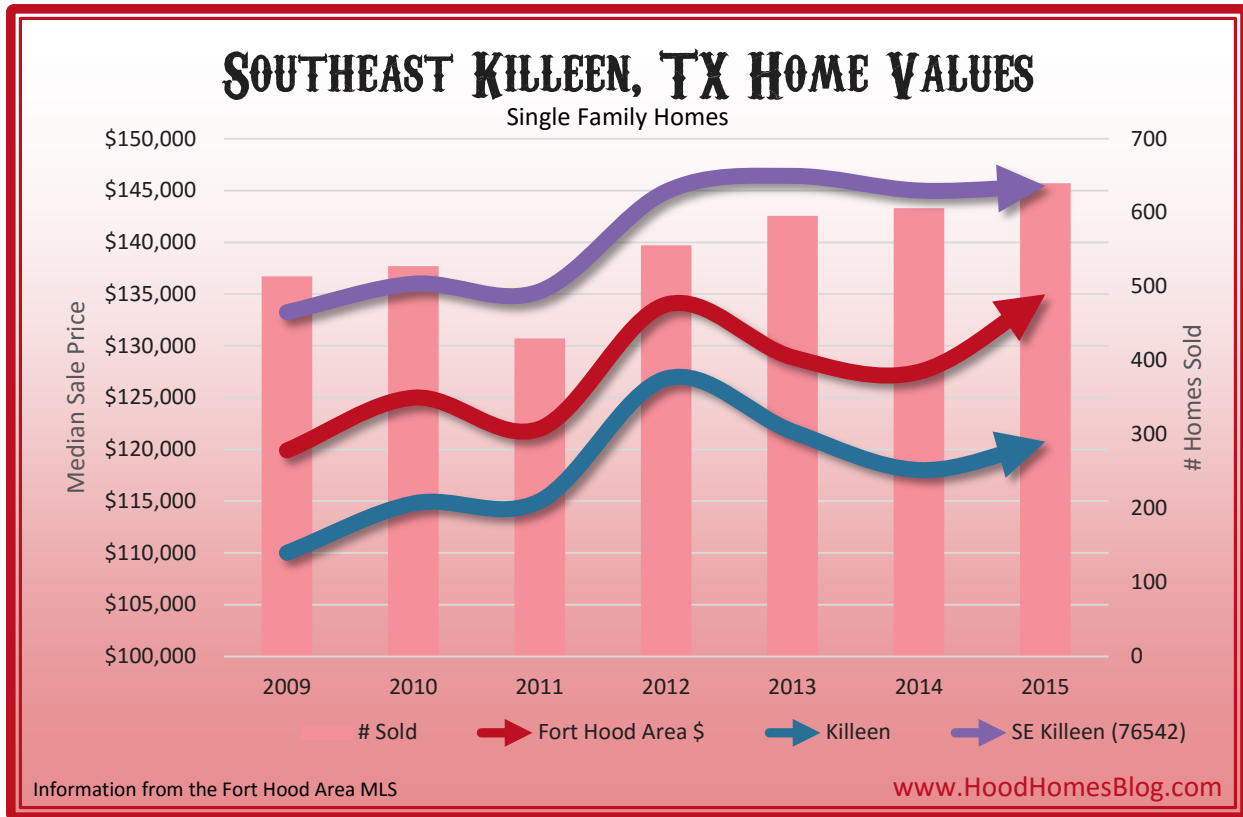
If you are selling in the area, your likely buyer will be either active duty or retired military, using the VA loan. You will also be competing with builders, who are still plentiful



Median \$	Days on Market	# Sold	% Foreclosure
\$120,750	119	1710	19.5%

SE Side (76542)

South East Killeen has the highest home values of the Killeen areas, with neighborhoods like White Rock Estates that border along Harker Heights. South East Killeen is the only part of Killeen whose growth is not severely constricted by Fort Hood, and so areas like Yowell Ranch and Splawn Ranch spring up on Killeen’s southernmost borders, creeping and expanding toward the South along Hwy 195.



Median \$	Days to Contract	# Sold	% Foreclosure
\$145,450	53	640	15.3%

Neighborhoods

[Bellaire Height](#)

[James Way](#)

[Saegert Ranch](#)

[Spanish Oaks](#)

[Turtlebend](#)

[Deorsam Estates](#)

[Oak Valley](#)

[Savannah Heights](#)

[Timber Ridge](#)

[White Rock Estates](#)

[Hymesa Estates](#)

[River Ridge Ranch](#)

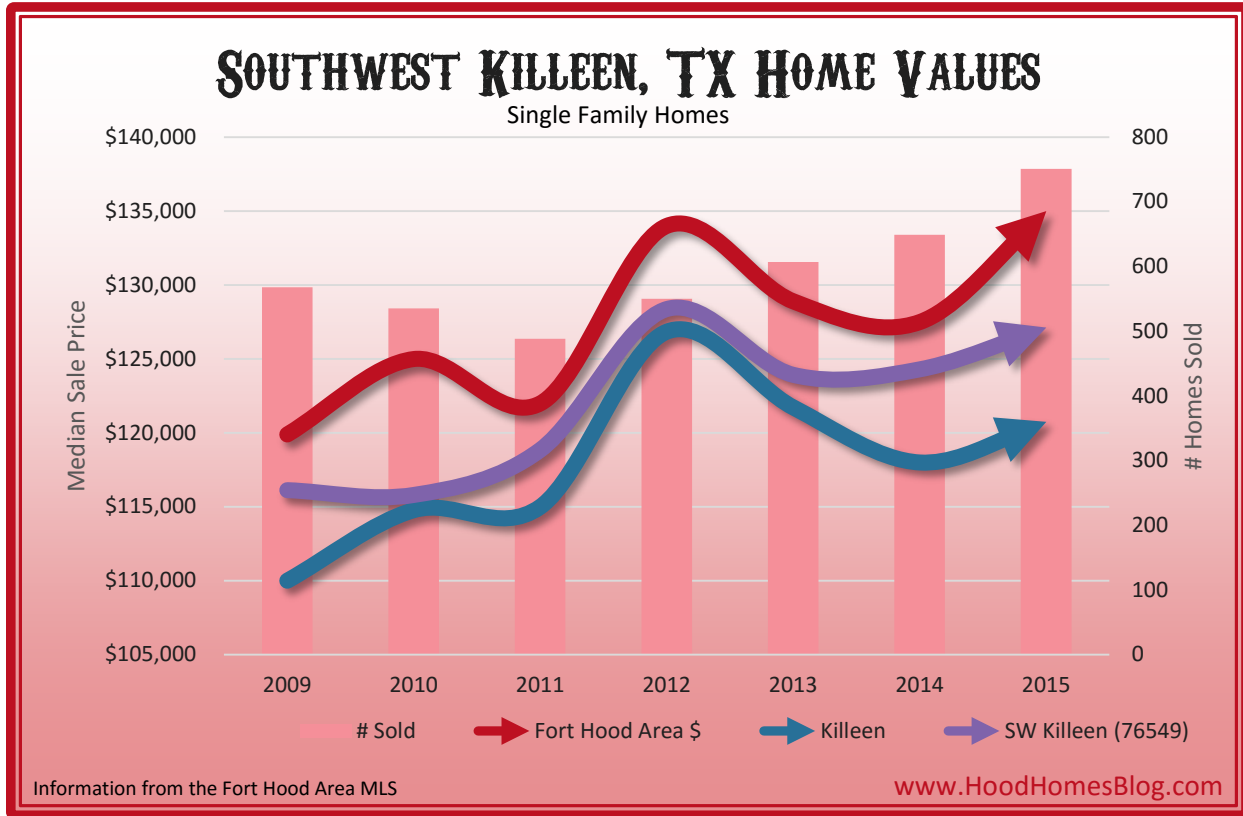
[Splawn Ranch](#)

[Trimmier Estates](#)

[Yowell Ranch](#)

SW Side (76549)

South West Killeen is only slightly behind South East Killeen in home values, and features several new neighborhoods with great builders like The Landing, Purser Crossing and Bunny Trails. It also has a lot of the most recent economic development with a new Wal-Mart, shopping plazas, Texas A&M Central Texas and the Killeen-Fort Hood Regional Airport. Though surrounded to the West by West Fort Hood, this area is experiencing the most growth at the moment and is definitely a magnet for buyers and renters alike, making it a favorite area for investors in multi-family rentals as well.



Median \$	Days to Contract	# Sold	% Foreclosure
\$127,127	48	751	19.3%

Neighborhoods

[Bridgewood](#)

[Eagle Valley](#)

[Purser Crossing](#)

[Windfield](#)

[Bunny Trail Estates](#)

[Goodnight Ranch](#)

[Sunflower Estates](#)

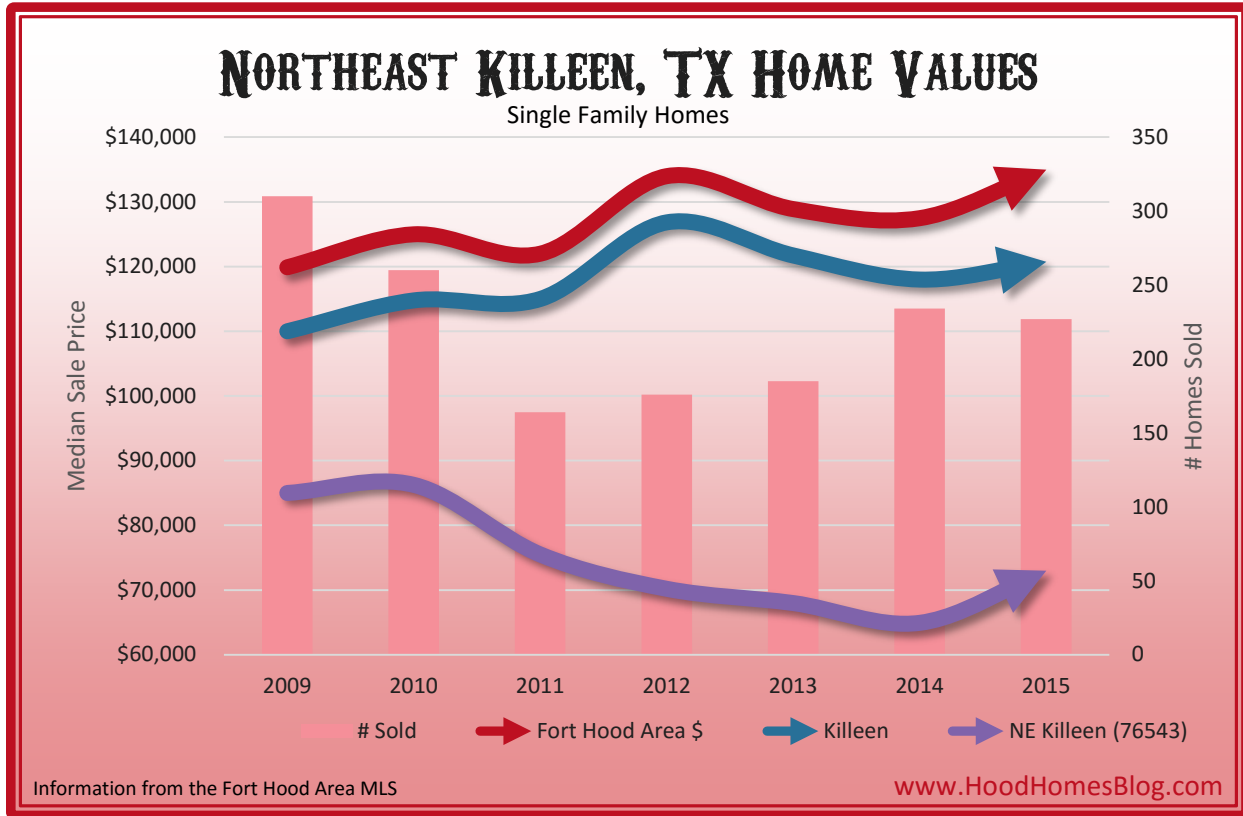
[Conder Valley](#)

[Lonesome Dove](#)

[The Landing](#)

NE Side (76543)

Not as old as downtown, but not as young as the area south of Hwy 190, either, the North-East side of Killeen has a lot of affordable housing options in quiet neighborhoods. It also is a prime area for rentals and buy-and-hold investors.



Median \$	Days to Contract	# Sold	% Foreclosure
\$73,000	42	227	28.2%

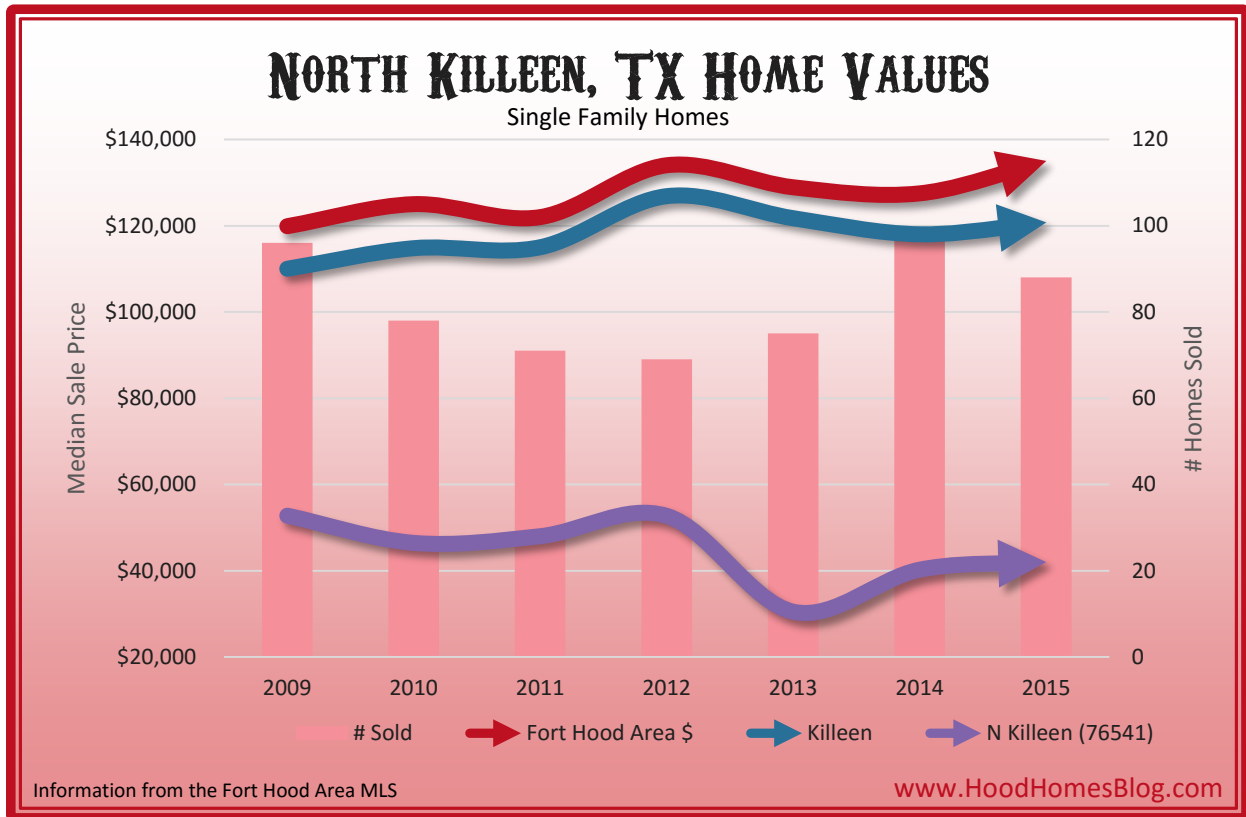
Neighborhoods

[Crossland Estates](#)

[Len Schwertner](#)

N Side (76541)

North Killeen is downtown Killeen, nestled tightly against Fort Hood. Homes are much older than in the rest of the area and prices are correspondingly much lower. The downtown area is the subject of an ongoing revitalization program by the City Council. Along with the North East side of Killeen, North Killeen has opportunities for investors, especially flippers. It also boasts one of Killeen's only gated communities, The Falls at Fox Creek.



Median \$	Days to Contract	# Sold	% Foreclosurse
\$42,000	44	88	29.5%

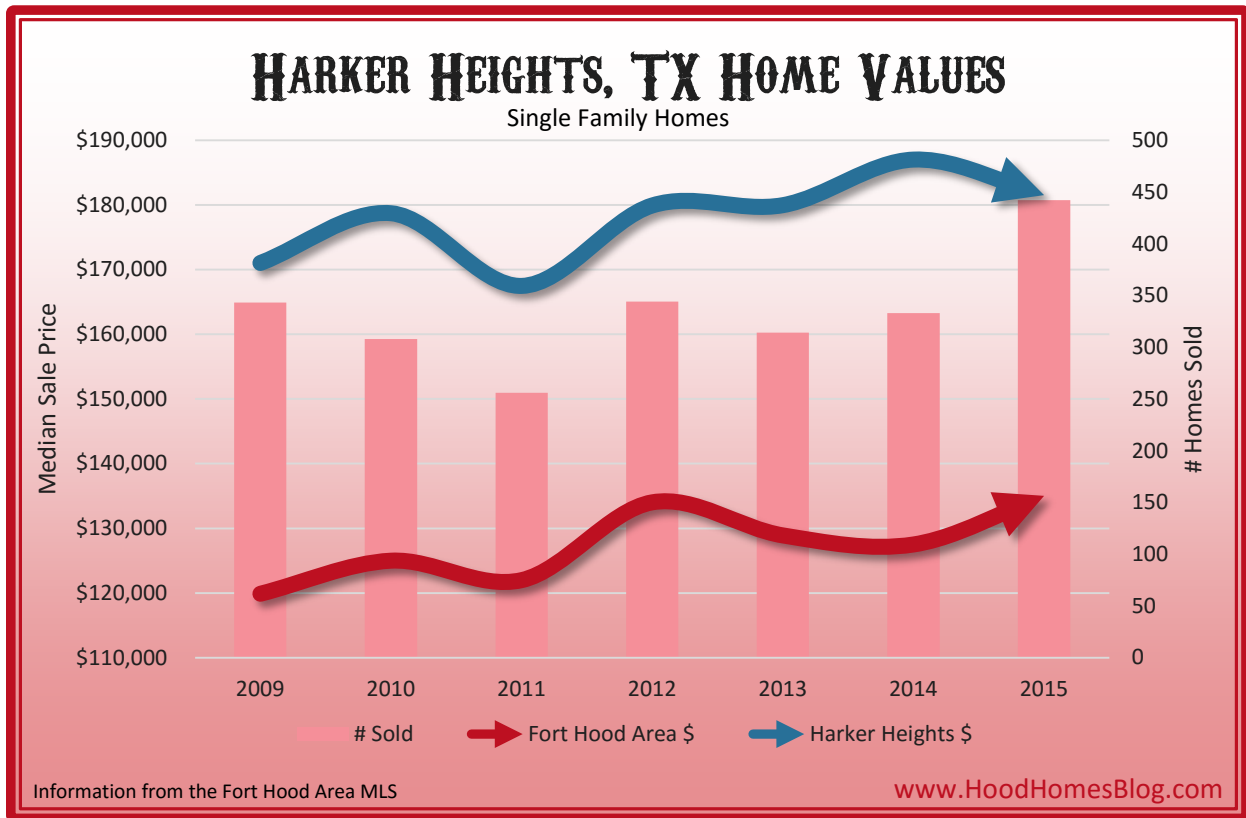
Neighborhoods

[The Falls at Fox Creek](#)

HARKER HEIGHTS (76548)

Harker Heights is just east of Killeen on Hwy 190 with a population just over 28,000. It has the **highest home values** between Killeen and Copperas Cove. Residents tend to be more established with lower home occupant turnovers.

The area of Harker Heights along Hwy 190 includes the **Market Heights shopping area**, with some of the best shopping in the Fort Hood area. The parts of Harker Heights furthest to the south like The Ridge are close to **Stillhouse Hollow Lake** and finding homes with boats parked in the driveway are not uncommon. Other parts of Harker Heights include older areas that have maintained their property values and boast lovely **mature trees** – not always easy to come by in Central Texas.



Median \$	Days on Market	# Sold	% Foreclosure
\$181,500	128	442	9.7%

Neighborhoods

[Evergreen Estates](#)
[The Grove](#)

[Highland Oaks](#)
[The Ridge](#)

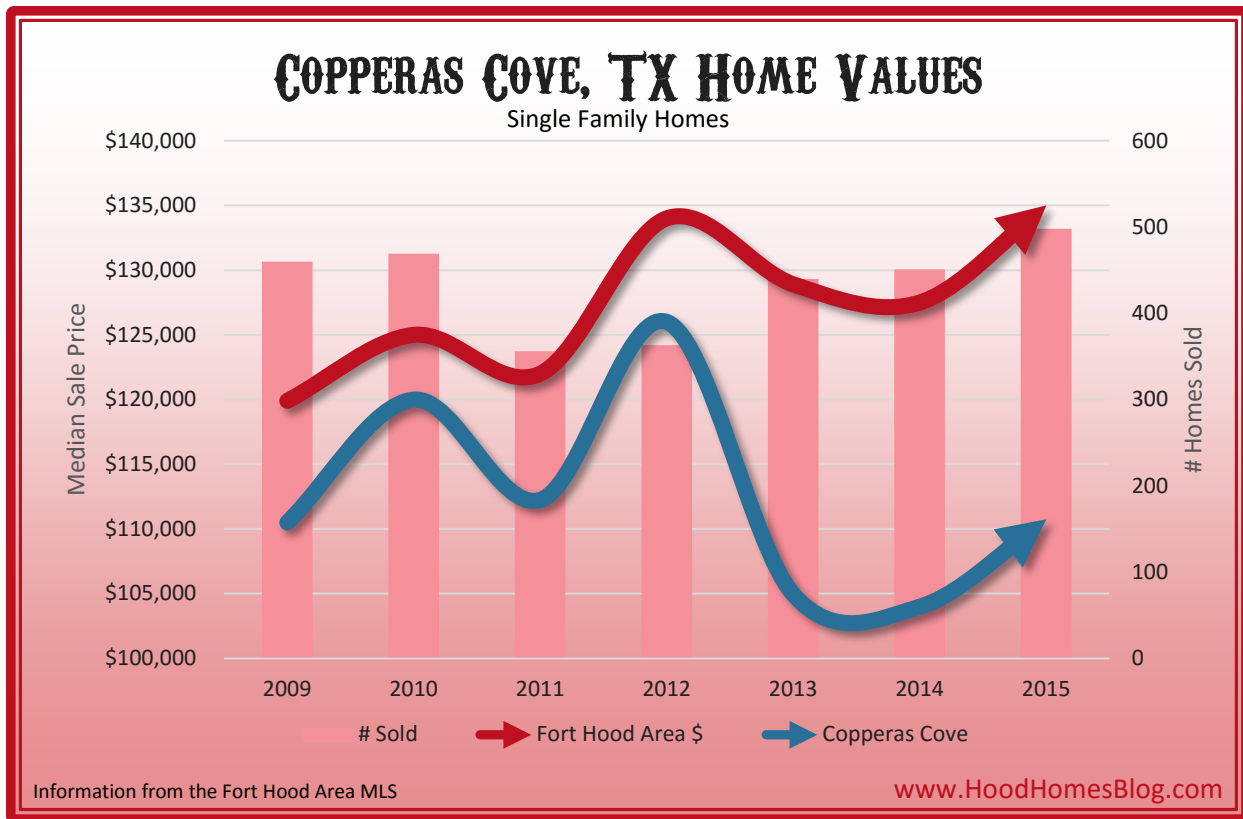
[Skipcha Mountain Estates](#)
[Tuscany Meadows](#)

COPPERAS COVE (76522)

Copperas Cove is to the west of Killeen and Fort Hood, though it still bumps up against Fort Hood and has its own gate. Even though its population is slightly more than Harker Heights at just over 33,000, it has a decidedly **small town feel**.

It has a **diverse housing market**, with very affordable areas along with newer and pricey options. Finding homes with some elbow room between homes is achievable, like at **Reata Ranch**. The terrain is also observably more “Hill Country” than Killeen, with awesome views in **Skyline Estates**.

The town was put on the map when Copperas Cove High School “Bulldog” **Robert Griffin III** won the Heisman Trophy as Baylor University’s quarterback, and went on to the NFL.



Median \$	Days on Market	# Sold	% Foreclosure
\$110,750	114	498	19.1%

Neighborhoods

[Heartwood Park](#)

[House Creek North](#)

[Skyline Estates](#)

OTHER AREAS

Nolanville

Nolanville is a small but trending community just east of Harker Heights on Hwy 190. Nolanville has the **newest homes** in the Fort Hood area, with the average home sold in 2014 being built in 2006. It features the high end HOA community of **Bella Charca**, as well as more the more affordable **Nolanridge**, and **Wildwood Estates** priced in between the two. It is still part of the Killeen ISD.

Kempner and Lampasas

Kempner is to the west of Copperas Cove on Hwy 190, and Lampasas yet further west. The commute to the Fort Hood Main Gate is about 25 minutes from Kempner and 40 minutes from Lampasas.

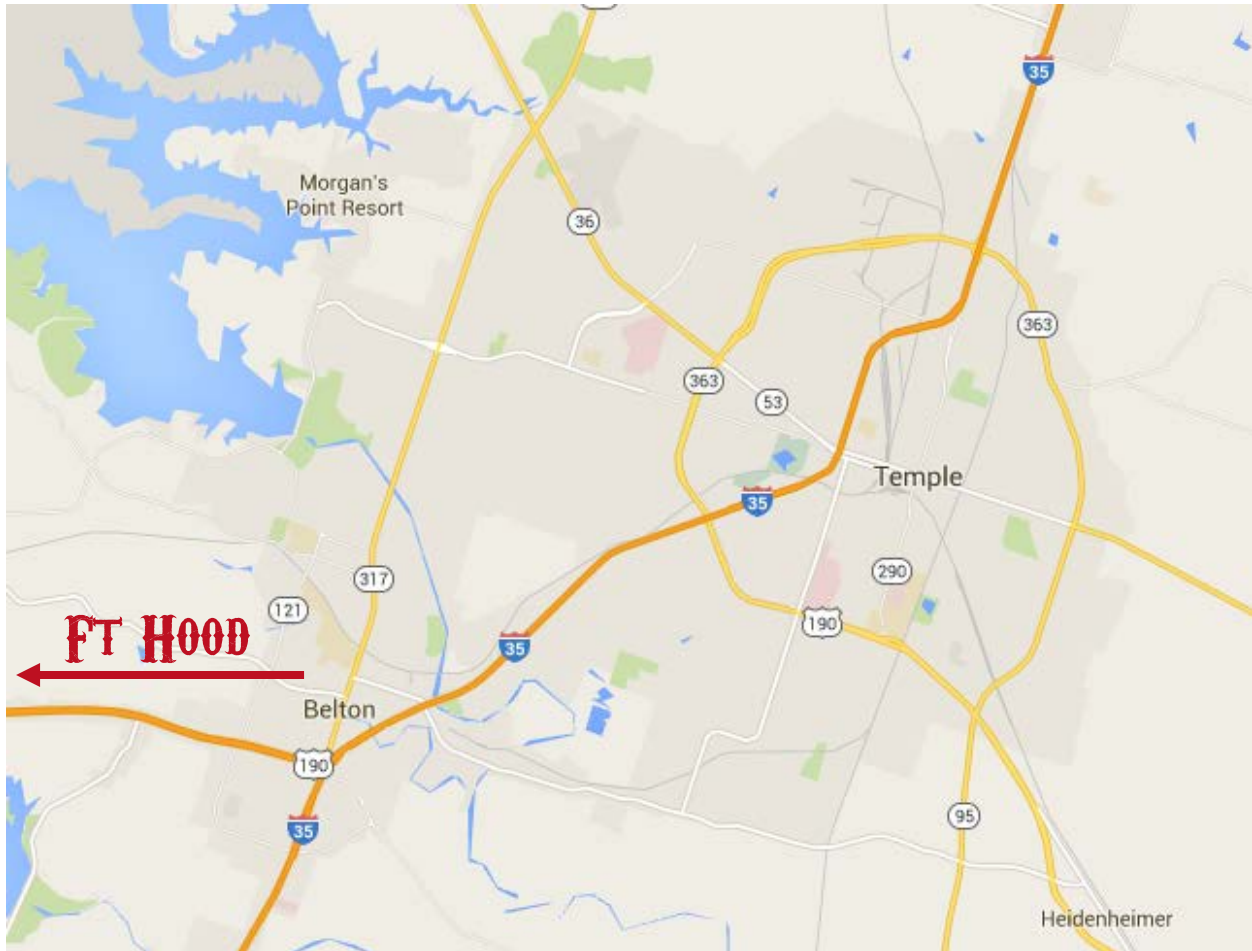
Lampasas is actually a **very easy commute to Austin** at just under an hour's drive, straight down Hwy 183 (though the Hwy 183 corridor is a trending area to the south, with lots of building in Cedar Park, Leander and eventually Liberty Hill, so traffic congestion is coming).

Lampasas is far enough west that some of the real estate business is done on the Highland Lakes Association of Realtors, entirely separate from the Fort Hood Area Association of Realtors.

Gatesville

Gatesville is another older rural town outside of the North Fort Hood gates. For those unfamiliar with the layout of Fort Hood, there is the main post of Fort Hood in Killeen, as well as West Fort Hood across Hwy 190 at with the airport, also still in Killeen. North Fort Hood is on the clear **other side of the training area** from the rest of Fort Hood, and is a **30-45 minute drive from the rest of post**. Gatesville is part of the Fort Hood Area MLS, but it may as well be its own little market. It is actually just **as close to Waco as it is Killeen**, because the entire, gargantuan Fort Hood training ground is between Gatesville and Killeen (and Hwy 84 zips straight from Gatesville to Waco).

Temple/Belton



Temple is an older area than Killeen, and Belton is the county seat of Bell County. But the Killeen/Harker Heights/Copperas Cove area has considerably outstripped the growth in the Temple and Belton markets.

Many moving to the Killeen area, even those who work on Fort Hood, are attracted to the **Temple and Belton school districts**. It is a more manageable commute than living in Georgetown or Round Rock, and the **home prices and market are more comparable to Killeen** than the hot Austin market.

However it is still a separate market, even with its own MLS. Most agents who work in the Fort Hood market don't do a lot of business in the Temple/Belton market, and vice versa.

Georgetown/Round Rock/Austin



The Georgetown/Round Rock/Austin markets could not be more different than Killeen's. Killeen is a stable buyer's market, with lots of affordable housing and no home appreciation. As soon as you pass through Florence on Hwy 195 into Williamson County, however, the housing market changes dramatically into **one of the hottest seller markets in America**. You can expect to pay twice the amount for a comparable home in Williamson and Travis Counties for the same home in Killeen.

RECOMMENDED VENDORS

Service	Vendor	Phone #
Accountant	Lillie Aguero	(254) 554-8736
	<u>Russell Langbein</u>	(512) 763-1010
Carpet Cleaning	<u>Bell County Carpet</u>	(254) 933-8989
Cleaning	<u>Mitchell Maids</u>	(254) 702-9306 (512) 762-0946
	Marian Williams	(254) 291-9801
	Fisher Electric	(254) 289-5953
Electrician	Advanced Termite and Pest	(254) 547-8492
	<u>Mantis Pest Control</u>	(254) 628-2847
Exterminator / Pest Inspection	Just Ginger (Jody Cross)	(254) 768-8023
	Nieves Guajardo	(254) 721-4344
Handyman / Contractor	<u>Pillar to Post</u>	(254) 634-3482
	<u>Quality Inspect</u>	(254) 226-9246
Home Inspection	<u>Old Republic</u>	(800) 445-6999
	<u>American Home Shield</u>	(888) 429 8247
Home Warranty / Residential Service Contract	Victory Mechanical	(254) 813-0069
	<u>Ellis Air Systems</u>	(254) 526-5410
HVAC	<u>Texas Farm Bureau</u>	(254) 690-7111
Insurance (Property)	Mow 'n Go (Terry Porter)	(254) 368-1651
	Cuttin' it Close	(512) 749-0985
Lawyer	<u>Ted Smith</u>	(254) 690-5688
Lender	<u>Tanja Allen, Fairway Mortgage</u>	(254) 681-0163 (254) 449-8248
	<u>Robert Pippin, SWBC</u>	(254) 931-4244
	Prince Plumbing	(254) 721-1350
Plumbing	<u>Lange Roofing</u>	(254) 554-7665
Roofer	Lonestar Irrigation	(254) 220-9336
Sprinkler Repair	<u>Mitchell and Associates</u>	(254) 634-5541
Survey	<u>TRS Telephone Systems</u>	(254) 535-0484
Telephones	<u>Netco Title</u>	(254) 245-8337
Title Company	<u>First Community Title</u>	(254) 699-1102
	<u>Cantu Tree Trimming</u>	(254) 300-8733
Tree Trimming		

GLOSSARY

CMA (Comparative Market Analysis). This document is what a licensed Realtor® prepares for either a buyer or seller, showing sales prices and features of “comparable” homes (or “comps”) to the subject property in order to determine a fair market value.

Contingency. A contingency is when your lender preapproval is “contingent” on you selling or renting the current home you own. You can contract on a house with this contingency, but will have to sell or rent your home prior to closing, which can take weeks or months. Sellers therefore don’t like to see contingencies, but may accept them if you ask.

Escrow. An escrow is when a third party is holding onto one person’s money in preparation to pay it to someone else. There are two occasions this happens in the real estate transaction.

1. The **title company** acts as an escrow officer during the transaction, holding onto the lender’s money, commissions, earnest money, and anything else until everyone has signed and closed.
2. After closing, **the lender** sets up an escrow for your property taxes and insurance payments. It collects these from you, and then pays your taxes and insurance for you.

FHAAR. The Fort Hood Area Association of Realtors, the local Realtor® professional organization, also responsible for the MLS.

MLS (Multiple Listing Service). The database that brokers use to upload and view home listings to. It is an agent’s bread and butter – looking up past sales, current information, and market data.

Open House. An event, usually about 2 hours long, when people are invited to tour the home without scheduling it beforehand and without their own Realtor. The listing agent will be in the home, usually with refreshments or door prizes. The purpose is to make the house accessible to possible buyers, and also to attract other Realtors whose feedback can be invaluable.

WHAT NEXT?

Now what?

This guide is a tiny fraction of what one needs to know about selling a home and the Fort Hood area. The first step is to **schedule an interview!**

REQUEST A HOME VALUATION

{512} 763 7912

We will review your circumstances and needs and recommend a course of action to achieve your goals!

About Me

A Dallas native, I made my way to Central Texas when posted to Fort Hood in the Army. I attended the United States Military Academy at West Point and spent five years in the Field Artillery branch. I deployed for ten months to Afghanistan in 2011-12 where I worked on a training team.

My wife, Helen, is from London. We met when both on vacation in Mexico, less than two months before I deployed to Afghanistan. We have since married and had two happy and beautiful daughters, Heather Lily and Matilda May.

Real estate has been my passion since leaving the Army. I am blessed to be making a living doing something I love. I am passionate about building a business model that adds value to you, the home buyer, and ensures you get the best home for the best deal and a great experience.



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