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FROM LISTED TO *SOLD*

YOUR PATH TO SUCCESSFULLY LIST & SELL YOUR HOME

<http://robcarawayrealtor.com>



TEN STEPS TO *SOLD*

SIMPLIFYING THE JOURNEY

01

Consultation & Sign Agreement

Sit down with your OnDemand Realtor to review your selling goals and timeline. During this meeting, you'll learn about the services we provide to our Sellers and sign an agreement to officially begin working together.

02

Home Assessment & Pricing Strategy

Your agent will analyze your home's features, condition, and recent comparable sales to determine its market value. Together, you'll develop a pricing strategy that balances your desired selling price with market conditions.

03

Prepare & Stage Property

Get your home ready to shine! This includes decluttering, deep cleaning, making any necessary repairs, and staging your home to highlight its best features and appeal to buyers.

04

Pre-Marketing, Photography & Implementation:

Professional photos and even videos are a must! Your agent will arrange for high-quality visuals to showcase your home in its best light and begin marketing it to potential buyers.



TEN STEPS TO *SOLD*

SIMPLIFYING THE JOURNEY



05

Listing Launch & Going Live:

Your home's listing goes live on the Multiple Listing Service (MLS) and popular online platforms like Zillow and Realtor.com, making it visible to a wide range of buyers.

06

Showings & Open Houses:

Buyers and their agents will schedule showings to view your home. You might also hold open houses to allow potential buyers to drop in and explore.

07

Receive Offers:

Potential buyers will present their offers, detailing their suggested purchase price along with any additional terms. This process allows sellers to evaluate not just the price, but also the conditions, ensuring they choose the best overall option for their needs.

08

Negotiate & Accept:

You and your agent will review offers, negotiate with buyers (potentially with counteroffers), and ultimately accept the offer that best meets your needs.

09

Inspections & Appraisals:

The buyer usually performs a home inspection to spot potential issues, while the lender orders an appraisal to verify the home's value for financing. Findings from both may lead to further negotiations or credits.

10

Closing Day:

Your last step! You will complete all required paperwork to finalize the sale, transfer ownership of the property to the buyer, and receive your proceeds. Once everything is signed and sealed, you can celebrate the successful completion of the sale. Congratulations!



5

OFFICE LOCATIONS
THROUGHOUT
DALLAS-FORT WORTH

250+

TOP-PRODUCING
AGENTS

1+

BILLION IN
SALES VOLUME

5+

THOUSAND
PROPERTIES SOLD

800+

5 STAR
REVIEWS

*Leaders in
Dallas-Fort Worth Real Estate*

SETTING THE *RIGHT* PRICE

THE FIRST STEP TO SUCCESS



Below Market Value Pricing

INCREASES INTEREST AND MAY LEAD TO BIDDING WARS, RAISING THE FINAL SALE PRICE.



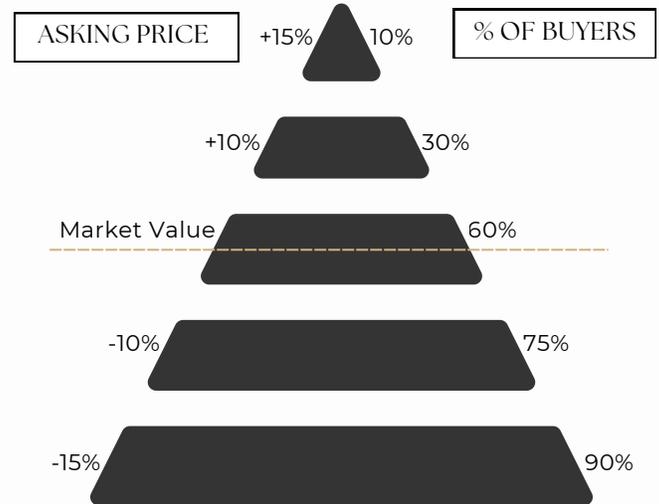
At Market Value Pricing

ATTRACTS DIVERSE BUYERS FOR FAIR AND TIMELY SALES.



Above Market Value Pricing

NOT ADVISED UNLESS STRONG MARKET CONDITIONS OR UNIQUE PROPERTY



OVERPRICING YOUR HOME LEADS TO ONE THING: *INACTIVITY*.

No showings, no offers, just a missed opportunity. Accurate pricing is the cornerstone of a successful sale. Pricing is a strategic process, not a guessing game. It's the single most impactful decision you'll make when listing your property.

ASSOCIATED *COSTS*

For sellers, understanding closing costs is essential, since these expenses directly affect how much money you ultimately take home from the sale.



Mortgage Balance - At closing, the title company will deduct your remaining mortgage payoff from the proceeds of the sale, along with any secondary liens or judgments on the property.



HOA Resale Certificate - The seller is typically responsible for ordering and paying for the HOA resale certificate, which usually ranges from \$250 to \$550. The purchase contract outlines if, and how much, the buyer will reimburse the seller for this cost.



Title Policy - The largest closing cost is the owner's title policy, which typically amounts to about 0.75% of the home's purchase price. In Texas, this cost is customarily a seller expense, though it can sometimes be negotiated as a Buyers expense.



Survey - If the seller does not have a current survey, or if improvements have been made since the last one, the seller may be required to provide a new survey. The cost typically ranges from \$500 to \$800.



Buyers Home Warranty - The seller may cover part of the buyer's home warranty, either pre-contract or as a negotiation in lieu of repair negotiations. Standard plans typically cost \$500 to \$700 and cover major systems and appliances.



Realtor Commissions - Commissions are negotiated in the listing agreement and are paid from the proceeds at closing. While all commissions paid are negotiable, commissions are typically shared between the listing agent and the buyer's agent.



Property Tax & HOA Prorations - Taxes and HOA dues are prorated through the date of closing, which often results in the seller owing the buyer a credit at closing. However, any funds held in your mortgage escrow account will be refunded to you after closing, usually creating a wash.

GUIDING YOU TO SOLD

A CUSTOMIZED APPROACH

Forget one-size-fits-all strategies; each home and marketing plan should be unique. In today's digital age, a strong mix of print and digital marketing is essential to attract the right buyers.

ALL THE TOOLS WE OFFER TO SHOWCASE YOUR HOME

**VIDEO &
VIRTUAL TOURS**

**REAL & VIRTUAL
STAGING**

**OPEN
HOUSES**

**SOCIAL MEDIA
EXPOSURE**

**LISTING
BROCHURES**

**3D
FLOOR PLANS**

**EMAIL CAMPAIGN
TO ALL DFW
REALTORS**

**IDENTIFY &
TARGET LIKELY
BUYERS**

**CUSTOM
PROPERTY
WEBSITE**

**DIRECT MAIL
POSTCARDS**

**AERIAL
PHOTORAPHY**

**LISTING
SYNDICATION**

**PROFESSIONAL
YARD SIGN**

**GEO-TARGETED
ONLINE ADS**

**WEEKLY
FEEDBACK**

Please be aware that not every real estate listing will contain all of these features. Please consult your OnDemand Realtor.

WE'RE SOCIAL

WE ARE DIGITAL MARKETING EXPERTS



5.7

AVERAGE RANK
ON GOOGLE

600K+

IMPRESSIONS
PER MONTH



Google Ads

Marketing today has changed. With everything digital, OnDemand Realty quickly adapted to being one of the most savvy companies in Social media throughout Dallas-Fort Worth.

At OnDemand Realty, we understand the importance of leveraging social media platforms to help promote our brand, build relationships with clients, and ultimately generate traffic to our listings. We use a variety of strategies to reach our clients, including Facebook, Twitter, Instagram, and LinkedIn. Through these platforms, we share informative content, showcase our properties, and interact with potential buyers and sellers. We also use social media to engage in conversations with our followers, answer questions, and provide helpful tips.

60K+

FOLLOWERS

180K+

IMPRESSIONS
PER MONTH

MARKETING SCHEDULE

COMING SOON:

Listed online as "coming soon," and signage will be placed. This creates anticipation and early buzz, allowing potential buyers to plan ahead and generating immediate local interest.

DECLUTTER, DEPERSONALIZE, DEEP CLEAN:

Removing items, including personal photos and decor, creates a blank canvas. This allows buyers to visualize their own lives in the space, and a clean home shows pride of ownership. Think of a model home!

PROFESSIONAL PHOTOS & VIDEO:

High-resolution photos and video will be professionally edited in Photoshop to ensure optimal presentation. This enhances the visual appeal and highlights the home's best features.

PRINT CAMPAIGN:

Flyers and Postcards. Professionally designed print materials will be distributed to targeted areas, reaching potential buyers through direct mail and local distribution.

SOCIAL MEDIA CAMPAIGN:

Engaging posts and targeted ads will be launched across various platforms. This generates online visibility, drives traffic to the listing, and fosters interaction with potential buyers.

LISTING LIVE ON THURSDAY:

Major IDX Websites such as Zillow.com and Realtor.com give new listings 10-days of 'new exposure' on their platforms. Listing on a Thursday allows for two full weekends of this exposure.

OPEN HOUSE OPENING WEEKEND:

Schedule open houses for the first weekend to generate immediate showings. This provides a personal touch and allows potential buyers to experience the home firsthand.

SHOWINGS AND OFFERS

Showings are essential in the home selling process, allowing potential buyers to imagine living in your property. Keeping your home clean, inviting, and clutter-free enhances the showing experience and boosts the chances of a successful sale. Here's how to maximize their impact:



•Allow Showings:

One of the simplest ways to attract a buyer is by making your home available for showings. The more opportunities potential buyers have to see the property, the greater your chances of receiving an offer.

•Give Space:

Buyers feel more comfortable and can better visualize themselves in the space when the current occupants are not present.

•Take Your Pets (and Their Evidence):

While buyers may love animals, not everyone does. Removing pets ensures no allergies or fears interfere. Don't forget to take pet food bowls, toys, and clean up any pet hair or accidents.

•Hide Medications and Personal Items:

For privacy and security, ensure all medications and sensitive personal items are out of sight.

•Quick Clutter Control:

If time is short, grab a laundry basket and quickly place any visible clutter into it. If you have time, take the basket with you during the showing. This instantly creates a tidier appearance.

AFTER AN OFFER IS RECEIVED

1

REVIEW

We'll break down each offer into simple bullet points, highlighting the key details such as sales price, closing date, and negotiable terms.

This is your opportunity to ask your Realtor questions or take a step back to carefully consider your options.

2

NEGOTIATE

You have the ability to accept the Buyers offer, kindly decline, or in many cases, further negotiate the terms to find an acceptable middle ground.

Trust in your OnDemand Realtor to negotiate on your behalf to get you the best deal possible.

3

ACCEPT

Congratulations! Once you've signed the purchase agreement, your home is officially under contract.

During the option period, the buyer will conduct their home inspection and complete any due diligence.



FINAL STEPS

CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the USPS.

CLEAN

Before you leave, ensure your home is clean. Thoroughly clean the cabinets, refrigerator, and appliances inside and out. Don't forget to clean the garage. Arrange for trash pickup before closing day. Leave your home in the condition you would want as a buyer.

KEYS & INCIDENTALS

Consult with your Realtor on where to leave or bring all house keys, remotes, gate keys, pool keys, and mailbox keys. Put together a packet of manuals, receipts, and any warranties as well.

LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

CLOSING THE SALE

Congratulations—you've made it to closing day! Closing is the final step where funds and documents are exchanged to officially transfer ownership of the property to the buyer. For sellers, the process typically takes only 15–20 minutes. Once both buyer and seller have signed all necessary documents and the buyers lender has received a copy of the signed documents along with funds, the transaction is considered "closed and funded." Shortly thereafter, you'll receive any payoff amounts that are due to you.

NEED TO BRING TO CLOSING:

- Valid government picture ID
- Blank check or payment instructions
- House keys and openers

SAVE THESE FOR TAXES:

- Copies of all closing documents
- All home improvement receipts

PRE-LISTING CHECKLIST

GETTING READY TO LIST YOUR HOME

GENERAL

- Declutter: Remove excess items.
- Depersonalize: Store personal photos.
- Clean: Deep clean thoroughly.
- Neutralize Odors: Eliminate bad smells.
- Repair & Maintain: Fix minor issues.
- Paint Touch-Ups: Refresh with neutral paint.
- Lighting: Ensure all lights work.
- Temperature: Set a comfortable climate.
- Valuables: Protect important items.
- Pets: Arrange care for pets.

KITCHEN

- Appliances: Clean inside and out
- Counters: Clear and organize.
- Cabinets: Organize and declutter.
- Sink: Clean and shine.
- Pantry: Organize and check expiration dates.
- Lighting: Make sure it's bright!
- Trash: Empty all cans.
- Floors: Sweep and mop.
- Windows: Clean windows and blinds/curtains.
- Backsplash: Clean and touch up grout.
- Small Appliances: Put away extras.
- Hardware: Polish cabinet knobs and pulls.
- Under Sink: Organize and clean..

EXTERIOR

- Lawn: Mow and edge.
- Plants: Tidy and add mulch.
- Front Door: Clean or paint.
- Porch: Sweep and add a fresh mat & plant
- Windows: Clean.
- Siding: Clean or power wash.
- Driveway/Walkways: Clean and repair.
- Lighting: Ensure all lights work.
- Deck/Patio: Clean and stage.
- Gutters: Clean.
- Fences: Repair if needed.
- House Number: Visible and in good condition.
- Mailbox: Clean and repair.

LIVING & DINING ROOM

- Declutter: Remove excess furniture and items.
- Surfaces: Dust and clean all surfaces.
- Fireplace: Clean and ensure it works.
- Windows: Clean windows and treatments.
- Floors: Vacuum or clean.
- Lighting: Ensure good lighting in both areas.
- Walls: Touch up paint.
- Electronics: Hide cords and cables.
- Artwork: Tasteful pieces to enhance the space.
- Mirrors: Make the room feel bigger.

BEDROOMS

- Declutter: Clear away excess items.
- Bed: Make it neatly.
- Closets: Organize and tidy.
- Nightstands: Clear off the clutter.
- Surfaces: Dust everything.
- Windows: Clean windows and treatments.
- Floors: Vacuum or clean.
- Lighting: Ensure good lighting.
- Walls: Touch up paint.
- Dresser: Clear and organize.
- Mirrors: Clean and sparkling.

BATHROOMS

- Surfaces: Deep clean everything
- Declutter: Remove personal items.
- Towels: Fresh and neatly hung.
- Mirrors: Sparkling clean.
- Shower Curtain/Door: Clean or replace.
- Floors: Clean and mop.
- Grout & Caulk: Clean or repair.
- Toiletries: Minimize what's visible.
- Trash: Empty all cans.
- Air Freshener: Subtle scent.
- Ventilation: Ensure good airflow.
- Toilet Paper: Restock!
- Lighting: Brighten up!
- Rugs: Clean or replace.
- Hardware: Polish fixtures.



All information provided is deemed reliable, but is not guaranteed and should be independently verified. OnDemand Realty is not held responsible for any errors or misinformation, and should be held harmless. This is not a commitment to lend or assist in a real estate transaction

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