

# Seller

## Resource Guide



# About Our Team

The team at Kingdom Real Estate Group is committed to bringing your real estate dreams to life. We take immense pride in utilizing our vast industry experience, tried-and-true marketing tactics, and flexible approach to exceed our clients' expectations. By keeping ourselves ahead of the curve, we aim to secure the most advantageous deals for our clients. Kingdom Real Estate Group is focused on helping you achieve your property goals

Kingdom Real Estate Group: Your trusted partner in selling your property, we are committed to helping our clients sell quickly, efficiently and for top dollar. With a 99% success rate and fewer days on the market than the industry average, our expert team of specialized professionals offers unparalleled market knowledge, step-by-step guidance, and exceptional client service. We are dedicated and passionate about helping our clients achieve their real estate goals.

Elisa Wilcox leads Kingdom Real Estate Group with a wealth of experience and expertise. As one of the top producing agents at the Keller Williams Heritage office – consisting of over 1,000 agents – she has been named a Platinum Top 50 Finalist for five consecutive years (2018-2022). Out of more than 10,000 real estate agents in San Antonio, she and her team have consistently delivered exceptional service and results, earning them the respect of both colleagues and clients.



*Kara Sutterfield*  
Listing Specialist

## Meet the Team



*Stacey McClellan* ABR, GRI, MRP, RENE  
Buyer Specialist



*Elisa Wilcox*  
CEO & Team Lead



*Becca Carpenter*  
Director of Operations



## Client Testimonials



"This was my first time selling a home, and they made the process easy to understand and advocated for me."

*-Mindy G*

"I could not ask for better communication, reassurance, or productivity. I am so, so grateful we decided to work with these ladies to get this done for us. If I could give them 100 stars I would!!!"

*-Rachel J*

"Great realtor. Committed to her industry and every client she serves. Knowledgeable, experienced, and very customer service oriented."

*-Justin C.*

"Elisa kept us SO well informed of every detail or update that was occurring with our home as we had made some updates. She had an expert in place for all of our home repairs & yard maintenance, not only did we not have to worry about getting things done, they were affordable! We received 2 offers on our home within days of putting it on the market & could not have been happier with the overall experience of Elisa & her team!"

*-Dontay and Emily W*

"Simultaneously buying and selling a home is not for the faint of heart, but they kept us ahead of the game, got us the sale/dollar amount we wanted to walk away with on our old home while ensuring it was priced to sell quickly, and guided us to make an offer that was quickly accepted on our new home, all in less than a week."

*-Ava*

# Selling In 10 Easy Steps

## 1. Discovery and Research

We will tour your home, give you tips on what will make your home sell, fill out paperwork and collect information that will help us to price your home.

## 2. Listing Appointment

We will discuss the value of your home, review upcoming dates, sign documents and enter into contract. You are ready to list!

## 3. Pre-Launch

Needed updates, staging and refreshes will be made to the house for the photographer. With the photos we'll prep all of our marketing efforts and make sure everything is prepared for launch day.

## 4. Launch Day

It's time! The listing is posted online, ads are promoted and social posts are live. A yard sign is placed on your property.

## 5. Buyer Prospecting

Consistent exposure of your home is spread across marketing platforms. Buyer's Specialist will assist prospective buyers when needed.

## 6. Open Houses and Showings

Home is consistently prepped and ready for upcoming open houses and showings until we reach a sales agreement.

## 7. Sales Agreement

Once an offer has been made we will review all the terms and conditions and respond as needed. When we reach a good place a sales agreement will be made.

## 8. Inspections

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

## 9. Loan Commitment

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

## 10. Closing

We did it! Documents and keys are exchanged. You may cancel all insurances and bills. It is time to move out!

# Maximized *Web* Marketing

When you list with Kingdom Real Estate Group

**your property is marketed online 24/7 through more than 150 of the most popular search websites.**

Here are just a few of the very many where we will market your property.



**Zillow**

**realtor.com**<sup>®</sup>



Google Maps

**connectMLS**<sup>™</sup>

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## Interesting Fact:

Did you know that 98% of home buyers begin their search online? That's why Kingdom Real Estate Group focuses on online marketing with both paid advertising and organic posting to promote your property.

# Enhancing *Aesthetic* Appeal

**Follow these tips to help get your home ready for photos. We will also schedule an appointment to walk through and suggest the simple fixes that bring big returns!**

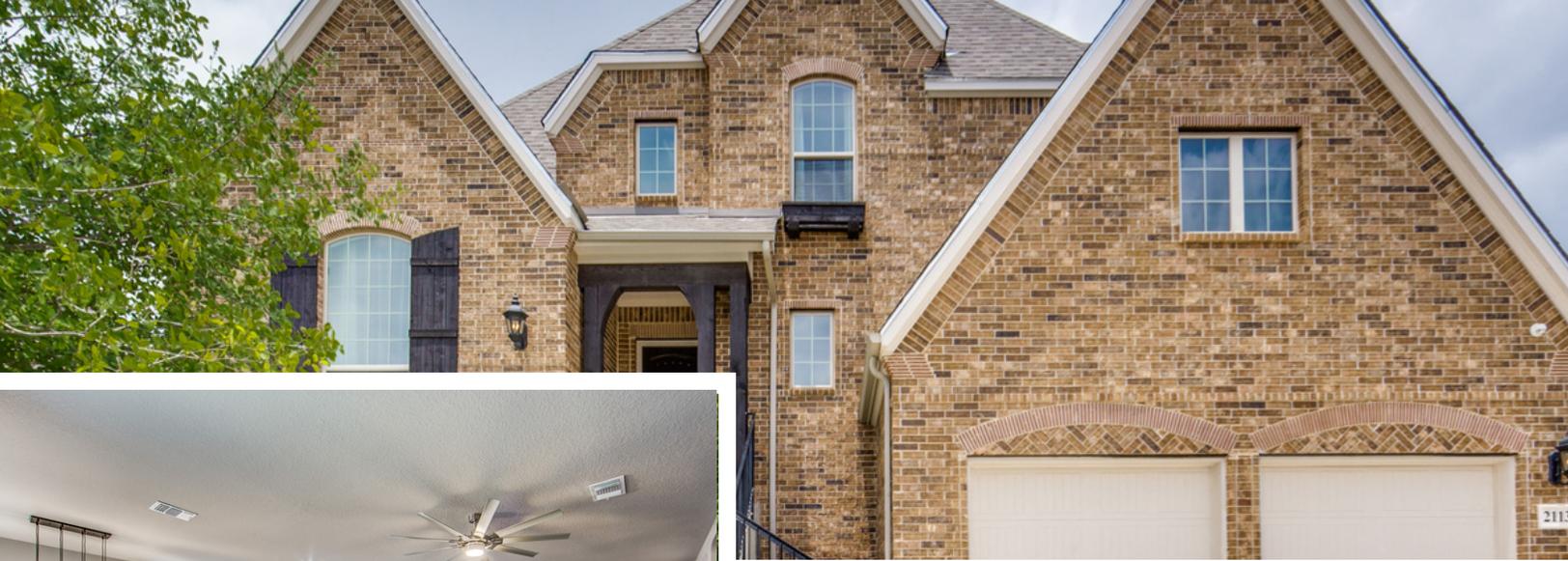
## **Exterior**

- Water lawn regularly
- Mow the lawn right before photos
- Trim bushes and trees as needed
- Add fresh mulch to landscaping
- Consider planting flowers or buying hanging baskets to add a pop of color.
- Buy a new brightly colored door mat.

## **Interior**

- Thoroughly clean house, consider having it professionally done
- Have carpets cleaned if needed
- Wash the windows
- Make sure all window coverings are clean, replace or remove if dated
- Open curtains and shades
- Remove clutter and personal items
- Clear sink of any dishes
- Remove sponges, dish soap, ect
- Purge and organize pantry and other storage areas.
- Clear home of child and pet toys
- Make the beds
- Organize closets + pack up and store seasonal clothes so closet is not overstuffed
- Wipe down all surfaces
- Display nice hand towels in bathroom
- Clear clutter and soaps in shower
- Keep toilet lids closed





# Professional *Photography*

## **The first time buyers see your house is online**

Today more than 98% of all house buyers go to the internet first when looking for a house. Professional photos and enticing descriptions can make the difference between the house selling quickly and for top dollar. Kingdom Real Estate Group's marketing plan includes posting our listings on more than 150 different real estate portals in addition to our own website.

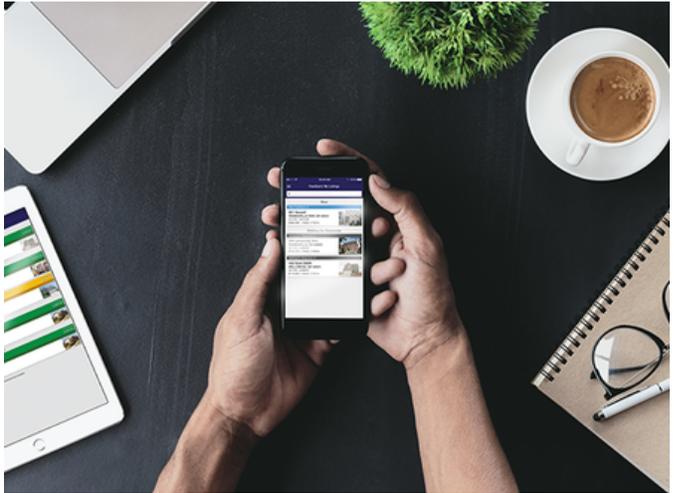


# How Showings work

**ShowingTime System is safe, secure, and trackable and makes showing and selling your house more convenient.**

## **We can set up the showings one of two ways:**

- You approve the showing in advance by a text message or a phone call. This is best when you still live in the house.
- Showings are automatically approved and you receive notification of the showings. This is best if the house is vacant.



## **Safety**

- Every person requesting a showing is licensed with a background check.
- We will know who is coming and going and when.

## **Feedback**

- After every showing we will request feedback from the agents that showed the house and will pass on that feedback to you.

## **Details**

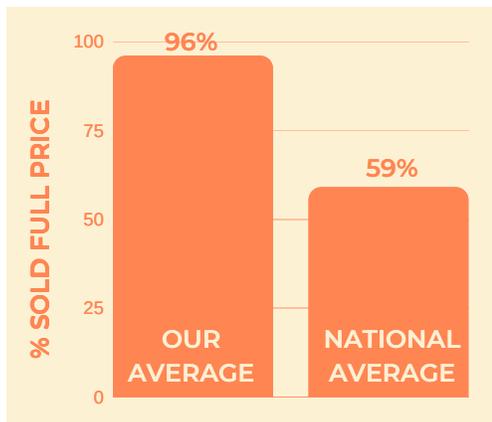
- Showings are typically a two hour window of time.
- You should receive one hour notice before showings. If you need more time please let us know so we can set that up.
- Please remove pets and people from the house for showings.
- Leave all the lights around the house on if possible.
- Follow the quick "Getting your Home Showing Ready" guide for quick things to do as you head out the door.

# Power of Pricing *Competitively*

The first few weeks on the market are when your listing will generate the most interest. This makes pricing competitively **VERY** important.

## 80% of Selling is Pricing!

Price too low and you lose equity, price too high and it sits. Many homes that start with a price that is too high, end up dropping the price below market value to compete with new, well-priced listings.

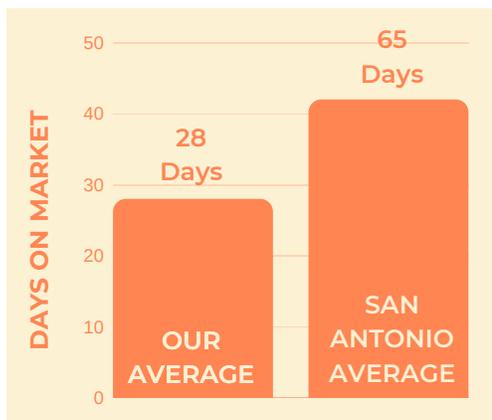


**We sell your home faster and for more money than the National and Local Averages**

## Finding the Right Price

To find a competitive price for each house we use our industry knowledge and look at these key factors:

- Today's market
- Today's competition
- Today's financing
- Today's economic conditions
- The location
- Average time on market
- Buyer's perception of condition of property



# Our *Promise* to You

**We promise to provide you with expert guidance, good communication, and transparency to leave you feeling confident as we get your home sold quickly.**

## **Expert Guidance**

- Kingdom Real Estate Group has experience with hundreds of transactions and is recognized as a leader in the San Antonio real estate market.
- Research comps in your area and provide you with competitive sale price
- Negotiate the best price and terms for you
- Provide expert support and counsel from the time of our first meeting, to going under contract with a buyer, all the way through closing and beyond



## **Good Communication**

- Reply to calls, emails and texts in a timely manner
- Communicate with buyer's agents efficiently and effectively
- Negotiate on your behalf to come to win-win solutions

## **Transparency**

- Have a question about the market, process of selling, or a home you might want to buy? We want you to feel empowered to make your best decisions and are happy to fill you in on what we can.
- Present and discuss all offers on property with owner. You are the final decision maker and we want you to have all of the important information so that you are empowered to make the best decision for your goals.

# Frequently Asked Questions

## **Are there things we should do to our house to help ensure the maximum price?**

Yes. There is a benefit to making sure your house looks its best prior to offering it for sale. There are also small remodeling jobs that will pay off at resale. I can advise you about specific improvements that will increase your home's marketability and value.

## **How often will you advertise our property?**

I don't just list houses, I market them. I will make sure your home is marketed to potential buyers around the clock, 24 hours a day, 7 days a week. I will customize a marketing plan to reach the types of buyers most likely to purchase your house. I know how to maximize the power of the internet for my clients, while also using traditional methods including, brochures, yard signs and direct mail.

## **Will you be present at all showings?**

At open houses I, or a member of my team, will be there. For showings, potential buyers will bring their own agents to see your house. Most buyers prefer only their own agents be present when evaluating a prospective new home.

## **What happens once we get an offer?**

I will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, I will guide you through the entire closing process and ensure everything proceeds smoothly.

## **What if another agent tells us they can get us more for the house?**

Some agents will quote a higher listing price just to get your business, but an overpriced house will not sell. If you choose to work with me, I will conduct a comparative market analysis prior to recommending an asking price for your home. I will explain how I arrived at the price, but ultimately the decision is up to you. I will offer my professional opinion on how the market will value your home.

## **Do we have any responsibilities during the marketing of our home?**

Your primary job during the sale of your home is to keep it neat and clean for showings and open houses. A large part of a home's appeal involves staging, which is everything from furniture placement to home fragrance. I will advise you on how to stage your home well, giving you easy tips and quick fixes to maximize your home's appeal.



# Contact Information



*Cara Sutterfield*  
Listing Specialist

Kingdom Real Estate Group

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Be sure to follow us  
on Instagram!

[@kingdom\\_realestategroup](https://www.instagram.com/kingdom_realestategroup)

# Showing Your Home:

*Ready In  
One hour*

1. Make the beds
2. Grab a basket and put any personal items cluttering the space in your car
3. Turn on all the lights and open all blinds
4. Lightly spray rooms with clean scent air freshener
5. Do a quick wipe of all countertops
6. Make sure any stinky trash or areas with pet odors smell fresh and clean
7. Make sure to set out the marketing materials in a high traffic area like the kitchen bar or counter