

MARY HARMON

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@MARYYOURREALTOR



SOLDINTEXAS.NET

WHAT TO KNOW BEFORE

Selling Your Home

SELLING YOUR HOME

doesn't have to be hard.

I have sent you these materials in advance of our meeting so that you will know a little more about me, my team, our services, and how they will benefit you. At this point, I don't know all of your particular needs and objectives, nor do I know your financial and family situation entirely. I do know that selling a home can be an extremely emotionally trying time or a very exciting one. My job is to provide you with enough solid information so you can make an honest, informed decision based upon facts, not hype

As you look through this package, use the forms at the back to note any questions that you have for me so that we will not forget to address them at our meeting.

I am preparing a complete presentation and market analysis for our meeting. Selling your home is a complicated task, so it is crucial to have every possible advantage you can. Thank you again for your time, and I look forward to meeting with you.

Mary Harmon

817-637-6202

Mary@SoldInTexas.net



"I believe in
creative
expression,
experimentation
and empathy"



PROFESSIONAL TEAM

Mary has intentionally built a support structure that allows her to devote more time to the work that requires her direct expertise—pricing, marketing strategy, communication, negotiations, and representing her clients' interests.

Mary Harmon - Broker & Lead Real Estate Advisor

Mary remains your primary point of contact and personally leads the strategy, communication, marketing direction, offer review, and negotiations for your sale.

Transaction Coordinator - Contract-to-Closing Support

The Transaction Coordinator helps organize documents, monitor important dates, and coordinate the administrative details required to move the transaction toward closing.

Virtual Assistant - Marketing & Administrative Support

Virtual Assistant support helps manage marketing logistics and routine administrative tasks, giving Mary more time to actively promote your property and communicate with buyers' agents.

What This Means for You

Personal representation. Professional organization. More time focused on marketing and selling your home.



INTRODUCTION

Mary Harmon is an experienced Texas real estate broker and the Broker of Record for Superior Real Estate Group. With 20 years in the industry, Mary brings seasoned market knowledge, strong negotiation skills, and a practical understanding of what it takes to guide a transaction successfully from the first conversation through closing. Her accomplishments include recognition as a Five Star Professional and multiple years as a multi-million-dollar producer.

Serving clients throughout North Texas, including Parker, Tarrant, Wise, and Hood counties, Mary works with buyers, sellers, investors, and property owners across a wide range of real estate needs. Her experience includes residential homes, townhomes, condominiums, farm and land properties, commercial real estate, and investment opportunities. As a broker and Seniors Real Estate Specialist®, Mary is committed to providing informed guidance, responsive communication, and personalized strategies built around each client's goals.

MY COMMITMENT TO YOU

I COMMIT TO TELL YOU THE TRUTH ABOUT YOUR PROPERTY.

I commit to always provide you with honest and accurate information about the condition and value of your property. You can rely on me to thoroughly assess every aspect, from the structural integrity to the aesthetic appeal, ensuring that you have a comprehensive understanding of your property's true worth.

I COMMIT TO RESPECT YOUR CONFIDENCE

I commit to respect your confidence and keep any information you share with me completely confidential. Your trust is of utmost importance to me, and I will always ensure that your privacy is protected. Rest assured that any conversations we have will remain in strict confidence, fostering a safe and secure environment for open communication.

I COMMIT TO CONSISTENT COMMUNICATION

I wholeheartedly commit to maintaining consistent and effective communication, ensuring that all parties involved are continuously informed and updated throughout the process. By prioritizing open and transparent lines of communication, I strive to foster strong connections, build trust, and drive successful outcomes.

I COMMIT TO BEING YOUR #1 ADVOCATE

As your dedicated home-selling real estate agent, I commit to being your #1 Advocate throughout the entire process. With my expertise, I will go above and beyond to ensure your needs are met and provide you with a seamless and stress-free experience in selling your home.

I COMMIT THAT YOU WILL UNDERSTAND WHAT YOU'RE SIGNING.

Rest assured, I commit to ensuring that you will have a clear and comprehensive understanding of what you're signing. You can trust that no information will be overlooked, and any potential confusion will be cleared up, allowing you to make informed decisions with confidence.

I COMMIT TO BEING A PROBLEM SOLVER

I am wholeheartedly committed to being a proactive problem solver, consistently seeking out innovative and creative solutions. With unwavering determination and resourcefulness, I am dedicated to overcoming challenges that come our way.



EASY EXIT

TAKE THE RISK AND FEAR OUT OF LISTING
YOUR HOME!

Because 25% of the homes we sell were previously listed with another agent we often hear stories of consumers who were frustrated with the other agent. Often the other agent tried to hold their feet to the fire with a listing agreement that can't be canceled or large cancellation fees you would have to pay. I wouldn't want to put any of our clients through that experience.

When you are ready to sell your home make sure the Broker you hire offers an Easy Exit Listing Agreement. Whenever you are ready to talk with us call 817-637-6202 or Mary@SoldInTexas.net.

A modern interior space with large windows and a potted tree. The room features a dark grey sofa, a large potted tree in a black pot, and a white rug on a wooden floor. The windows offer a view of greenery outside.

your home

TELL US ALL ABOUT YOUR
HOME, UPDATES, SPECIAL
FEATURES.

HOME INFORMATION

BEDS	BATHS
YEAR BUILT	SQ FT
LOT SIZE	GARAGE
SUBDIVISION	SCHOOL DISTRICT
ANNUAL TAXES: \$	
HOA : YES NO	IF YES, ANNUAL FEE \$

HOW MUCH DO YOU WANT TO LIST YOUR HOME FOR?

WHAT'S YOUR REASON FOR SELLING?

DO YOU HAVE A TIMELINE?

IS THERE ANYTHING WE NEED TO KNOW ABOUT YOUR HOME THAT IS HIDDEN FROM THE NAKED EYE?

PRICING YOUR HOME

HOW MUCH DO YOU WANT TO LIST YOUR HOME FOR?

HOW DID YOU ARRIVE AT THAT VALUE FOR YOUR HOME?

WHAT ITEMS ARE YOU LEAVING? (APPLIANCES,
CURTAINS, BARSTOOLS, ETC.)

UPDATES COMPLETED

PLEASE LIST OUT IN DETAIL ALL THE UPDATES YOU HAVE
MADE TO THE PROPERTY

PLEASE LIST OUT IN DETAIL ALL THE REPAIRS YOU HAVE
MADE TO THE PROPERTY

AVERAGE UTILITIES

	ELECTRIC	GAS	WATER	TRASH
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
DECEMBER				

AVERAGE

SELLING EXPERIENCE

HOW MANY PROPERTIES HAVE YOU SOLD IN THE PAST?

WHEN WAS YOUR LAST SALES EXPERIENCE? WHAT WAS IT LIKE?

HOW DID YOU SELECT THE AGENT YOU WORKED WITH?

WHAT DID YOU LIKE BEST AND LEAST ABOUT WHAT THAT AGENT DID?

WHAT ARE THE TOP THREE THINGS YOU'RE LOOKING FOR FROM AN AGENT?

4 STAGES OF HOME SELLING

1/

PRELISTING

- schedule an appointment
- meet with Staging Consultant
- discuss the best strategy for selling
- property evaluation
- complete market analysis
- establish sales price
- executed listing agreement

2/

PREP FOR MARKET

- marketing campaign started
- professional photography taken
- signs installed
- submitted to MLS
- showing times selected
- property brochure delivered
- direct mail campaign launched
- e-mail campaigns started
- open house scheduled

3/

ACTIVE ON MARKET

- showings started
- curb appeal kept up
- house is kept ready to show
- showing feedback shared
- open House held
- neighborhood door knocked

4/

OFFER & CLOSING

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes
- refer friends to us!



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WE WILL
REVIEW THIS
INFORMATION
TODATHER AT
OUR LISTING
APPOINTMENT

OUR MARKETING EXAMPLES

WHAT WE PRINT



WHAT WE MAIL



WHAT WE PUBLISH

Zillow GROUP Zillow | Trulia

Better Homes
and Gardens
REAL ESTATE

Boost
by HomeSpotter

Automatically create Facebook ads for your listing

Kelli,

Congratulations! You have a new listing at 741 N Porter ST

And the best part is, BHGRE: Better Homes and Gardens Real Estate has partnered with **Boost** by HomeSpotter and will pay to promote your new listing on Facebook, Instagram, and across the web for you!

But these ads won't go live automatically unless you click the link below to accept the promotion.

It's easy! With the click of a button, thousands of potential buyers & your new listing and it doesn't cost you a thing thanks to BHGRE: Better Homes and Gardens Real Estate.

[Launch My Free Facebook Ad](#)

Paid for by BHGRE: Better Homes and Gardens Real Estate

Good news! An inquiry was just submitted to one or more Premier Agents for your listing at 714 SW Cambridge Ave, Topeka, KS 66606.

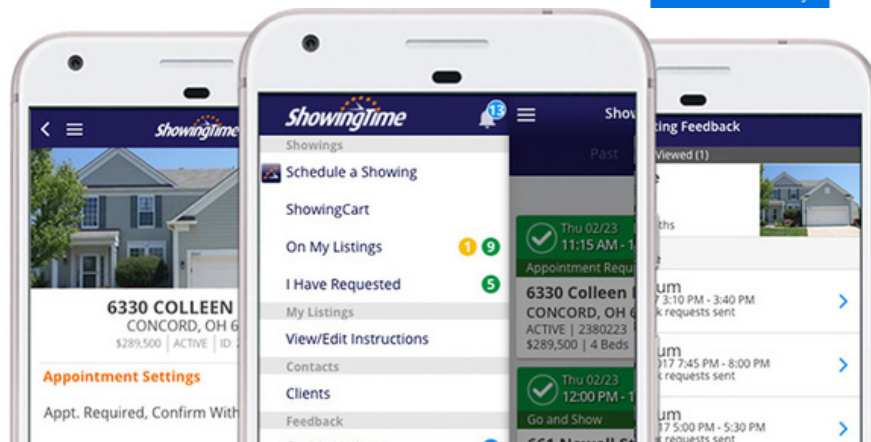
Stacy Bond at stacy@3bondgirls.com Should you need to contact the client directly to assist with scheduling, [click here](#).

(Please comply with any brokerage, MLS and/or association rules and regulations regarding contacting another agent's client.)

Thank you for marketing your listings with Zillow Group.

Want to get even more exposure across Zillow Group sites?

[Contact Us Today](#)



WHAT WE POST



20 step system

20 STEP SYSTEM TO GET
YOUR HOME SOLD FAST
AND FOR TOP DOLLAR



STEPS TO SOLD

ONE: MAKE REPAIRS

Now is the time to fix all of those nagging things that you just lived with. Inside the house, look for stained ceilings, missing tile, broken windows, doors, heavily scratched floors, and other signs of neglect. Outside, look for broken or missing shingles, patio pavers, and tuckpointing. If you have a deck, check for cracks in floorboards and loose railings. Make a list of everything you see and then decide which things you're going to tackle. A real estate agent can be very helpful in determining what needs to be done and what doesn't. Here are complete how-to instructions for several common repairs: Wall and Ceiling Repair, Laminate Floor Repair, Shingle Repair, and Deck and Railing Repair.

1/

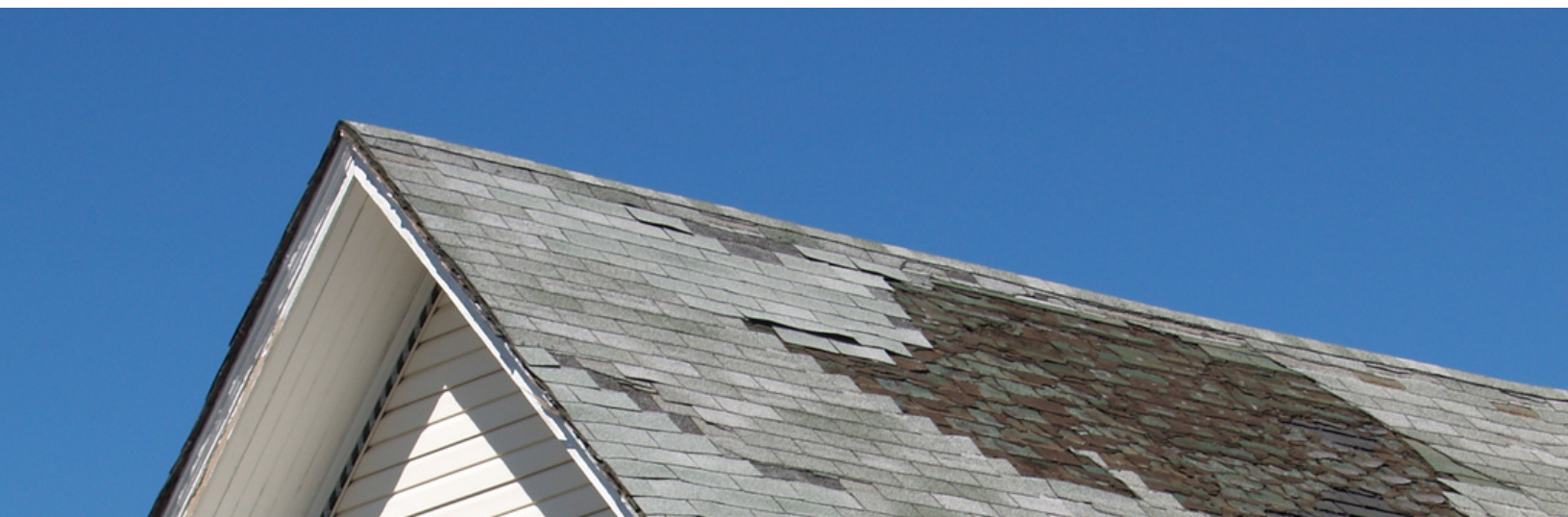
WALL AND CEILING REPAIR

- **Small Holes/Cracks:** Use a putty knife to apply spackle or joint compound. Smooth it level with the wall, let it dry, and sand lightly before painting.
- **Stained Ceilings:** Identify and fix the source of the stain (usually a roof or plumbing leak). Once repaired, apply a stain-blocking primer before repainting.

2/

LAMINATE FLOOR REPAIR

- **Minor Scratches:** Rub a laminate floor repair paste or a color-matching wax stick into the scratch. Buff smooth with a soft cloth.
- **Chipped Boards:** For more visible damage, fill with a laminate repair kit that matches the flooring color. Deep damage may require replacing the affected plank.



STEPS TO SOLD

ONE: MAKE REPAIRS

3/

SHINGLE REPAIR

- **Curled Shingles:** Soften with a heat gun and reattach using roofing cement and nails.
- **Missing/Damaged Shingles:** Slide a new shingle into place, lift the overlapping row above it, and nail into position. Seal edges with roofing cement to prevent leaks.

4/

DECK AND RAILING REPAIR

- **Cracked Boards:** Replace individual boards by removing damaged planks and securing new pressure-treated boards with deck screws.
- **Loose Railings:** Tighten bolts or screws. If posts are rotted, they may need full replacement. Use weatherproof hardware to ensure long-lasting stability.
- **General Maintenance:** Power wash, sand rough spots, and reseal or stain to protect against weather damage.

TWO: FINISH PROJECTS

Every homeowner has at least a couple of ongoing projects that never seem to get finished. Now is the time to finish painting the guest room, install the ceiling fan you bought last summer, and stain that beadboard you put up in the pantry.

THREE: CREATE CURB APPEAL

It's important that your home makes a good first impression. When potential buyers drive up to your home, you want them to think, "Wow! I could live here!" To make sure buyers want to see the inside of your home, make sure the outside is well-kept, tidy, and inviting. It's important to touch up or completely repaint the trim., keep the grass cut, edge along sidewalks and paths, maintain flowers and shrubs and keep the yard tidy. You never know when curious buyers will drive by.

FOUR: DECLUTTER

Resist the urge to roll your eyes at this one. It is imperative that your home looks livable. Potential buyers may not be able to see past your clutter. Think of it this way—don't move things you no longer want or need. Make decisions now and your house will sell faster and your move will be easier. It's no secret that getting started is the hardest part of decluttering. Take one room, or even part of one room, at a time and dive in. Recycle or shred paper. Donate books, toys, clothing, and duplicate household items. If you're getting frustrated and you can't deal with one more stack of papers or shoebox of old photos, put them in a plastic tub, label the tub and stack it somewhere out of the way.

FIVE: DECLUTTER SOME MORE!

Don't overlook items on display on your shelves, tables, and countertops, and inside buffets and other glass-door or open-shelf cabinets. You probably don't even notice what's there, but too much clutter in everything can distract a buyer. A good rule of thumb is 'Reduce by 50%.' In other words, if you have 10 things on a shelf, put away (or get rid of) five. If there are a dozen mugs on display in the kitchen, lose six. One more thing: If you have a lot of personal items on display, it can make it harder for potential buyers to imagine themselves living there. If you display items of a political or religious nature that could be off-putting to others, consider putting them in storage until you can proudly display them again in your new home.

SIX: THINK NEUTRALS

If you decide to do some interior painting, stick to neutral colors. You've heard it before, but it's the truth. Neutrals don't distract and they allow potential buyers to imagine their things in your home.

SEVEN: CREATE A WELCOMING ENTRYWAY

If your apartment doesn't have a proper entryway, create your own. Use a padded bench and hang some hooks for coats, or build simple entryway storage and organizer to keep clutter at bay.

EIGHT: REARRANGE YOUR FURNITURE

Your furniture is arranged the way it best suits you and your family. When you're staging your home to sell, you'll need to use your furniture as marketing tools to help create inviting vignettes. Avoid having furniture lined up along the walls. Pull the sofa away from the wall and pull the chairs close to create a conversation area. Also, you may need to remove some furniture so it's easy for people to walk around in the rooms. If you've toured model homes and had the feeling you could move right in and live there, that's what you're going for.

NINE: REMOVE PERSONAL ITEMS

If you have a lot of family photos on the wall or several pieces of your child's artwork on the refrigerator door, you should take them down and store them out of sight. This will help buyers see the home as a clean slate they could make their own. It might be sad to take those personal items down but it will help you sell your home in the meantime.

TEN: UPGRADE LIGHTING

If your lamps and other light fixtures are outdated, consider replacing them with modern ones. Buyers don't want to feel like they're taking a step back in time with outdated fixtures. This is an easy fix that will help sell your home.

ELEVEN: FIX PET ISSUES

Did Fido leave a stain on the living room carpet? Does the basement smell like a cat's litter box? Address these issues before potential buyers visit the home. Pet smells are serious turn-offs when trying to sell your home.

TWELVE: WASH THE EXTERIOR

If your house has siding, carefully use a pressure washer to clean the exterior. Also, make sure the windows are clean and the gutters are clear before you try to sell your home.

THIRTEEN: GET A HOME INSPECTION

Before trying to sell your home, hire a home inspector. While buyers usually have the home inspected, have an inspection prior to putting the home on the market. This will make you aware of any potential issues that may come up during the sale.

FOURTEEN: FIX FENCING

A fence adds value to your property. If your wood or chain-link fence needs a little TLC, be sure to take care of any repairs before trying to sell your home.

FIFTEEN: ROOF REPAIRS

Few things turn away buyers more quickly than a leaky roof, so address roof repairs before trying to sell your home. If your roof needs serious work, be ready to negotiate a lower price with buyers.

SIXTEEN: FIX CRACKS

Fix any cracks in the driveway, walkway, or patio. And this will help increase your home's curb appeal and will surely help you sell your home.

SEVENTEEN: TOUCH UP ANY SCUFF MARKS

Even if you're not doing a full-on repainting project, pay special attention to scrubbing and then touching up baseboards, walls, and doors to make the house sparkle and look cared-for.

EIGHTEEN: CONDUCT A SMELL TEST

Foul odors, even slight ones, can be a deal-breaker, and the problem is that you might not even notice them. Consider inviting an unbiased third party in to try to detect any pet smells or lingering odors from your kitchen. If the smells are pervasive, prepare to do some cleaning as many buyers are on to the seller's "masking techniques" such as candles or plug-ins.

NINETEEN: BUY FRESH FLOWER

If the weather allows, plant flowers in pots, window boxes, or right in the ground to add color and pump up the curb appeal. Inside the house, fresh flowers in vases add color, life, and the feeling that you, as the home seller, are putting your best foot forward.

TWENTY: PREPARE THE PAPERWORK

Obviously the better prepared a seller is for a home sale, the easier it will go. That being said, don't forget to have all the paperwork for the house organized and ready to go. Some of the paperwork that a seller will need includes deed, homeowners insurance information, loan information, property tax statements, appliance warranties, title report, purchase agreement, and any other information regarding the property.



WHY YOU SHOULD HIRE US

1 COMMUNICATION

Communication is the key to positive relationships. To that end, we have a multi-faceted communication program with our Seller which HOLDS US ACCOUNTABLE to what we tell you we are going to do. All Sellers in the Custom Listing and Service Plan receive weekly updates on marketing, showing activity and feedback on their property via email.

2 MARKET PREPARATION

Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. We help to make sure this doesn't happen to you by utilizing our resources and trusted partners to complete any task deemed necessary.

3 INNOVATIVE AND CREATIVE MARKETING

We are consistently sharpening our marketing sword by taking the latest and greatest marketing courses and attending seminars that show you soon-to-be-released software/ products.

4 TARGET MARKETING

We have been utilizing target marketing on the internet for over the past 5 years. (Youtube, Facebook, Instagram, Google) by doing so your home is seen and shown more.

OUR PROMISE TO YOU

1

I promise to tell you the truth about your property.

2

I promise to respect your confidence.

3

I promise to give you good advice.

4

I promise that you will understand what you're signing.

5

I promise to follow through and follow up.

TESTIMONIES



1/ GRACE R.

"Mary gave us honest advice, guided us through the stress, and was professional from beginning to end."



2/ CAYLEE O.

"Mary went above and beyond, kept us informed, and made selling our first home much less stressful."



3/ JOE T.

"She made the sale smooth and simple, provided helpful feedback, and worked hard to secure the best price."



4/ JOHN S.

"Mary communicated every step of the way, answered every question, and made our first home purchase feel manageable."

FINAL THOUGHTS

We would love to work with you, please reach out if you have any questions.

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thank you