

# SELLER'S GUIDE



Allie Vazquez

TURNING DREAMS INTO KEYS

# ABOUT ALLIE

1

Calling Maryland home but with a heart that belongs to the world, Allie Vasquez is the real estate professional with a passport as thick as her portfolio of client success. Allie is a wizard at weaving marketing magic, known for her boundless energy and a knack for making property listings as captivating as her travel tales. Her real estate mantra: Solve it with creativity, seal it with a handshake, and always, always keep it fun!

In a past life as a high school teacher, Allie swapped textbooks for tours of homes. Now, she applies her educational chops to demystify the buying and selling process for her clients. Allie's larger than life personality and boisterous energy serve her well, both in marketing homes and advocating for her clients. An expert communicator, Allie is trilingual in English, Chinese and Spanish. She is still a teacher, but now she's teaching clients how to reach their dreams.

# ABOUT ALLIE (PART 2)



**Allie quickly made her mark on real estate. Diving headfirst into the industry, she's turned her clients' challenges into triumphs and properties into success stories. Allie's recipe for success mixes equal parts negotiation prowess, market savvy, and a dash of humor, proving that the best deals are sealed with a smile.**

**As a Realtor, globe-trotter, and mom, Allie aims to inspire with her personal journey and extensive experience in both property sales and investments, making every client feel like the star of their own adventure. Whether you're buying, selling, or just in for the ride, Allie Vasquez is your go-to real estate guide.**

# WHY WORK WITH US

**As part of our stress free approach, we also offer the ability to have repairs done on your home - no matter how small or how large - and paid for at settlement. Whether it's fresh paint and a new carpet, or a new roof that you have been putting off but you know would get you the best price, we can get it done!**

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# OUR TEAM

**Selling your home is a team sport. We have trusted people working behind the scenes to help your home sale journey move as swiftly and smoothly as possible. Team work makes the dream work, and we have the BEST team!**

## Transaction Coordinator

**Makes sure all of the i's are dotted and t's crossed, on time, throughout your transaction.**

## Marketing Manager

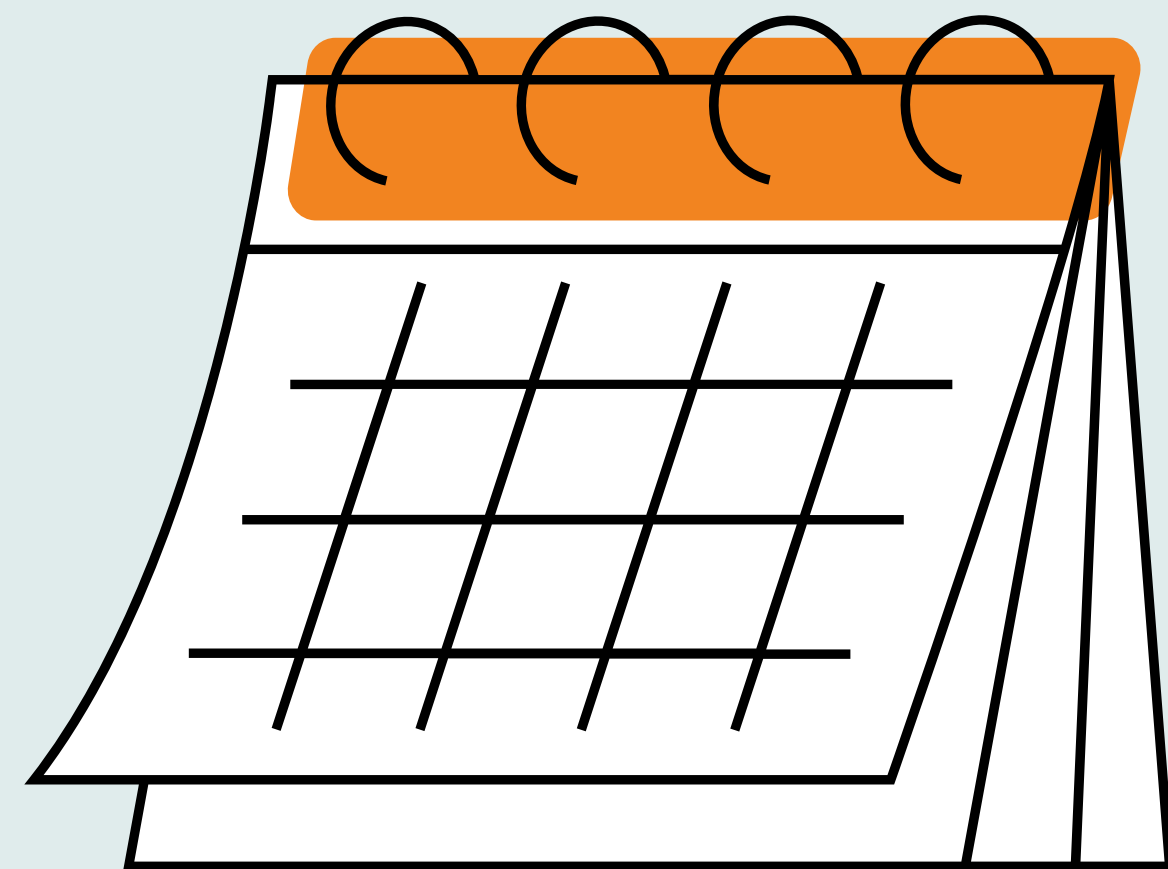
**Helps every listing shine in person, print, & online.**

## Listing Agents

**In a competitive market like this one, sometimes Allie can't always get there to make sure you can see a home. Thankfully we have dozens of agents who can get you in the door so you can make that offer.**

# TIME ON MARKET

It is important to take advantage of the momentum of being fresh on the market by pricing your home right the first time. Trust your Realtor® to run a Competitive Market Analysis to define a pricing strategy that works for your timeline while also maximizing what our current market has to offer for your home.



# UPVALUE

Organizing, packing, and cleaning isn't even the hard part. Buyers nowadays look and pay premium for modern updates and move-in ready homes. Our expert team can determine which upgrades will give you the best return on investment, whether your home needs a few simple coats of paint and updated flooring or more complex renovations or kitchen and bathroom upgrades. You have a wits' end and we have a passion. Avoid the stress of financing and time management. You don't have to take off work or stay up all night researching licensed contractors and professionals. We bring them straight to you.



# UPVALUE

## Realtor capabilities

- Professional Photography
- Competitive pricing to get your house SOLD
- Superior Video/Social Media Marketing
- Open House
- Professional Brochures
- Email Marketing

## Contractor capabilities

- Landscaping Cabinetry refinishing/installation
- Countertop replacement
- Window replacement
- Light fixture replacement
- Flooring
- Interior/Exterior Painting
- Electrical/Plumbin
- HVAC repairs
- Kitchen/Bathrooms upgrades

## Interior design capabilities

- Interior Design consultation and walk through
- Staging recommendations
- Decluttering
- Staging using current or rented furniture
- Furniture arrangement
- Color recommendations

## Contact us

Set up an appointment today by giving us a call or go online at [www.upvalueconnection.com](http://www.upvalueconnection.com) to get your personalized home evaluation. We look forward to meeting you!



# OUR MARKETING PLAN

- **Yeah, we hear it all the time. “We saw your videos” ... and it never gets old! You know that we are going to create the most amazing video to list your house, and all eyes are on us.**
- **Targeted social media marketing**
- **Open houses**
- **Professional photos of your home**
- **Staging**
- **Yard “for sale” sign**
- **Premium placement on Zillow, Realtor.com, etc**
- **Creative and custom social media posts**



# WE KNOW THE MARKET

**Before we put your home on the market, we have already analyzed the county, city, and hyperlocal neighborhood trends in your market. We have identified several pricing strategies to accomplish your goals in the easiest way possible.**

# COMMON TERMS

- **Addendum:** A written change to a contract, signed by both parties involved.
- **Appraisal:** A written justification of the contract price, primarily based on an analysis of comparable sales of similar homes nearby. Ordered by the lender.
- **Closing Costs:** Expenses incurred from a real estate transaction, usually charged by a title company and HOA.
- **Closing Date:** The date that the deed and title of a property are transferred to a new owner.
- **Comp or Comparable Sale:** Properties with similar characteristics (size, layout, finishes, and upgrades) that have recently sold. Agents and appraisers use them to justify a contract price.
- **Contingency:** A condition that must be met before a contract is legally binding.
- **Deed:** A document explicitly stating the ownership of real property. You don't need to provide this- title will have it.
- **Earnest Money:** A good faith deposit made by the buyer to show that he or she is serious about buying the house. Earnest money may become non-refundable after certain contingencies are met, or may be returned to the buyer if the contract falls through.
- **Home Inspection:** A thorough inspection conducted by an accredited third party inspector to assess the functionality and condition of a property. The buyer pays for all inspections.

# COMMON TERMS-PAGE 2

- **Home Warranty:** A warranty provided by a third party servicer that covers defects or damage to mechanical systems including AC, heating, electrical, plumbing, and major appliances.
- **Loan Officer:** A representative of a lending institution that assesses the credit worthiness of potential borrowers to determine whether or not they qualify for a loan.
- **Payoff:** A loan statement prepared by a lender showing the remaining loan balance and number of payments, and the rate of interest.
- **Pending:** The status of the transaction when the offer is accepted.
- **Possession Date:** The date the seller relinquishes possession of the property to the buyer.
- **Processing:** The second stage of the mortgage process after the borrower's application has been completed and income verified, during which all other required documentation is acquired and evaluated.
- **Title/Escrow Company:** Neutral third party that facilitates the sale.
- **Title Insurance:** An insurance policy required by by the state that insures against financial loss from defects in title to real property and from the invalidation or un-enforceability of mortgage loans.
- **Underwriting:** The final stage of a mortgage process in which all of a borrower's documentation is scrutinized to determine their eligibility for a loan, and all contract documentation is evaluated to determine whether the risk to the institution falls within an acceptable range.

# THE PROCESS

## Market Analysis

I'll perform a thorough market analysis based on local sales, your home's specific details and the current market information.

## Review offers

When offers come in, I'll help you review them for contingencies, timing and of course, price.

## Get your space ready

From cleaning to repairs and staging, I'll help guide you on how to prepare your home for sale so you get the best price possible.

## Inspection and appraisals

I understand the inspection and appraisals process so you can sit back and relax while I work with your buyers.

THE SELLER'S ROADMAP



Allie Vasquez

Realtor  
Charis Realty Group

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# HAPPY CLIENTS

**“Allie sold my house in just 2 days! I thought it would take months, but she worked her magic and got it done. Her professionalism, responsiveness, and sense of humor made the whole process a breeze. Highly recommend Allie!”**

**-Dean O.**



# HAPPY CLIENTS

**“Long story short this was all a very smooth and simple process all because of Allie and her knowledge and availability to us. We WILL be using her again for our next home and you should too.”**

**-The Canez Family**





# Q & A



## How long will it take to sell my home?

Achieving a swift sale for your home is influenced by two key factors: pricing and effective marketing. Price is a fundamental determinant and we're committed to helping you navigate this aspect strategically. Additionally, our dedicated marketing efforts aim to ensure your property receives the visibility it deserves. The duration your home remains on the market is a collaborative effort, and we're here to assist you in optimizing all relevant factors for a successful sale.



## Does home staging help?

On average, a staged home sells 88% faster—and for 20% more money—than a home that's presented as is. Staging works because it gives buyers a "stage" to envision themselves living in your home.



# **THANK YOU**

**We look forward to working with you!**