

The El Paso Home Seller's Guide



Welcome from Your El Paso Real Estate Partner

Why Partner with Penny Lares?

Selling a home is one of the most significant financial decisions you'll make. In a dynamic market like El Paso, you need a local expert who is invested in your success.

I'm **Penny Lares**, and my commitment is simple: to sell your home for the **highest possible price**, in the **shortest amount of time**, with the **least amount of stress**.

This guide is your roadmap. It combines my experience with a proven strategy for success in the Borderland market. Let's get your home sold!

Penny Lares, Realtor

Four Winds-Cuatro Vientos Realty

Call/Text: 915-272-6520

Website: www.pennylaresrealtor.com



Phase 1: Preparing Your Home for Sale

First Impressions are Everything

The goal of this phase is to make your home appeal to the broadest range of qualified buyers.

1. The Critical "Curb Appeal" Check

- **Landscaping:** Keep the lawn mowed, bushes trimmed, and flowers potted (especially around the front door). A tidy exterior says, "This home is well-maintained."
- **Front Door:** A fresh coat of paint or a clean, polished door can make a huge impact.
- **Repairs:** Fix any obvious exterior issues: wobbly railings, cracked sidewalks, or peeling paint.

2. Declutter, Depersonalize, and Deep Clean

- **Declutter:** Go room by room and remove anything you don't use daily. Less is more. Rent a storage unit if needed.
- **Depersonalize:** Put away family photos, unique art, and collectibles. Buyers need to envision *their* lives in the space, not yours.
- **Deep Clean:** Hire a professional cleaner. Pay special attention to kitchens and bathrooms—these rooms sell homes. **Sparkling grout and appliances are non-negotiable.**

3. Smart Minor Updates

- **Paint:** Neutral, light colors (like a soft grey or off-white) are best. They modernize the home and make rooms look larger.
- **Lighting:** Replace old fixtures and use bright bulbs. A well-lit home feels open and welcoming.
- **Staging:** While full staging isn't always necessary, I will consult with you on rearranging furniture to maximize space and flow.

Phase 2: Pricing and Marketing Strategy

My Expert Guidance for a Premium Sale

1. Strategic Pricing: The CMA

The right price generates immediate interest and creates urgency. An overpriced home will sit on the market and eventually sell for less.

- **Comparative Market Analysis (CMA):** I will conduct a thorough CMA, analyzing recent sales of comparable homes in your El Paso neighborhood.
- **Current Market:** We'll factor in the current El Paso real estate trends—is it a Seller's market? A Buyer's market? Our strategy adapts to the data.
- **The Sweet Spot:** We aim for a price that attracts serious buyers, drives foot traffic, and is statistically likely to generate an offer close to—or even above—asking price.

2. High-Impact Marketing

Today's buyer starts their search online. Our marketing strategy is designed to dominate the digital landscape.

Marketing Feature

Penny Lares Advantage

- **Professional Photography**

High-resolution photos are mandatory. I only use professional real estate photographers.

- **3D Virtual Tours/Videos**

Essential for out-of-town buyers (like military families) and for generating serious leads.

- **MLS & Syndication**

Your listing goes live on the Multiple Listing Service (MLS) and automatically populates on Zillow, Realtor.com, and hundreds of other major sites.

- **Targeted Social Media**

I use paid, targeted ads on Facebook and Instagram to put your home in front of the specific demographic most likely to buy it.

- **Open Houses & Showings**

Strategically scheduled open houses and seamless coordination of private showings to maximize access while respecting your schedule.

Phase 3: The Offer and Closing Process

From Contract to Keys

1. Reviewing Offers

When an offer comes in, we analyze more than just the price. We evaluate the entire package:

- **The Price:** Is it fair and justified?
- **Financing:** Is the buyer pre-approved? What type of loan are they using? (Conventional, FHA, VA—all have different implications.)
- **Contingencies:** Are there conditions like a home sale contingency or aggressive inspection requests?
- **Closing Timeline:** Does the proposed timeline align with your moving plans?

My role is to negotiate on your behalf to secure the best possible terms, not just the highest number.

2. Inspections and Appraisals

- **The Home Inspection:** The buyer will hire an inspector. We will prepare for this by addressing any known, minor issues beforehand. My guidance helps you respond reasonably to the repair requests (the "repair amendment").
- **The Appraisal:** If the buyer is using a loan, their lender will order an appraisal. The home must appraise at or above the sale price. We'll provide comparable sales data to the appraiser to support our agreed-upon price.

3. The Final Steps

- **Lender Approval:** The buyer's loan goes through final underwriting.
- **Final Walkthrough:** The buyer verifies the home is in the agreed-upon condition.
- **Closing Day:** We sign the final paperwork at the title company. The funds are dispersed, and the keys are officially handed over. **Congratulations, you've sold your home!**

Your Home Selling Checklist

Use this checklist to get started today!

Task	Status
Call Penny Lares for a FREE CMA (915-272-6520)	<input type="checkbox"/>
Declutter, box, and move non-essential items to storage	<input type="checkbox"/>
Deep clean the entire home (kitchens and baths)	<input type="checkbox"/>
Complete minor maintenance/repairs	<input type="checkbox"/>
Organize all home warranties and appliance manuals	<input type="checkbox"/>
Get a head start on gathering utility contact information for the move	<input type="checkbox"/>

Ready to Begin Your Journey?

Your success in the El Paso real estate market starts with an expert plan.

Let's schedule a time to walk through your home, discuss its unique features, and launch your tailored selling strategy.



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"Trusted Guidance, Local Expertise."

